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JANUARY, 1922

# The Canadian FURNITURE WORLD

## AND THE UNDERTAKER

HAPPY
NEW
YEAR

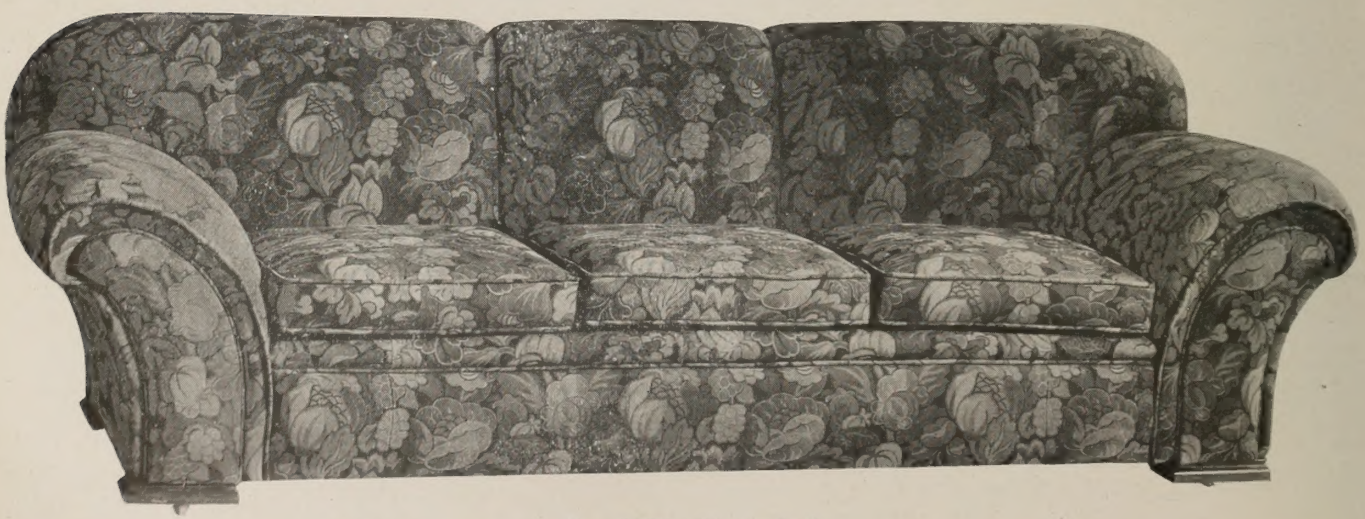
*Toronto, January, 1922*

# KITCHENER FURNITURE EXHIBITION

You are cordially invited to visit the "Sterling" Furniture display which will be held in the Malcolm & Hill Building, Kitchener, January 9th to 21st. ¶ The exceptional qualities of "Sterling" productions can then be put to the test, and their bearing on your selling plans should be considered. ¶ There is a place for "Sterling" Furniture in every good furniture store in Canada. You will find that your customers will like the designs and coverings—the quality of course, is beyond question.

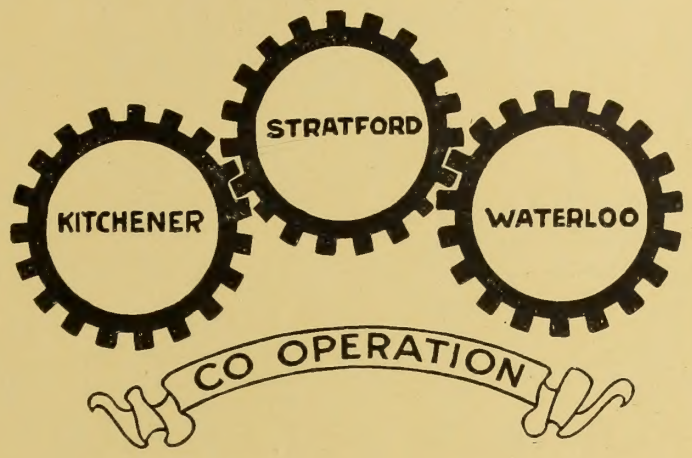
Sterling Furniture

*Our aim is to make goods up to the standard our trade-mark implies—"Sterling" in every respect*



No. 1100. Chesterfield

**W. J. ARMSTRONG, LIMITED - GUELPH, ONTARIO**




# ANNUAL FURNITURE EXHIBITION

## 9th to 21st January 1922

## *A Cordial Invitation Is Extended To All*

Programmes are being mailed to all dealers giving particulars of special attractions at Stratford and Kitchener. Keep abreast of the times. You owe it to yourself and your business to visit the exhibitions.

**KITCHENER STRATFORD WATERLOO**

# EXHIBITORS

## STRATFORD

The McLagan Furniture Co Ltd.—Factory Showrooms.
The McLagan Phonograph Corp.—Factory showrooms.
The Stratford Chair Co.—Factory Showrooms.
The Globe Wernicke Co. Limited—Factory Showrooms.
The Imperial Rattan Co. Ltd.—Factory Showrooms.
The Kindel Bed Co. Ltd.—Factory Showrooms.
The Stratford Manufacturing Co. Ltd.—Kindel Bed Bldg.
The Stratford Bed Co. Limited—Kindel Bed Bldg.
The Meaford Mfg. Co. Ltd.—Stratford Chair Bldg.
Farquharson Gifford Company—Farquharson Gifford Bldg.
The Gibbard Furniture Co. of Napanee Ltd.—Farquharson Gifford Bldg.
Canadian Edison Appliances Co. Ltd.—Factory Showrooms.

## KITCHENER and WATERLOO

The McLagan Furniture Co. Ltd.—Factory Showrooms.
Anthes Baetz Furniture Co.—Factory.
W. J. Armstrong Co. Ltd.—Malcolm & Hill Factory.
Baetz Bros. Specialty Co.—Anthes Baetz Factory.
Baetz Bros. Furniture Co.—Anthes Baetz Factory.
Beaver Furniture Co.—De Luxe Factory.
Bell Furniture Co.—Snyder Bros. Factory.
Beach Furniture Co.—Y.M.C.A. Building.
Chesley Furniture Co.—E. O. Weber Ltd. Factory.
Crown Furniture Co.—Y.M.C.A. Building.
F. E. Coombe Furniture Co.—Malcolm & Hill Factory.
De Luxe Upholstering Co.—Factory, Gaukel St.
Elmira Furniture Co.—E. O. Weber Factory.
Fischman Spring Co.—Y.M.C.A. Building.
Gendron Mfg. Co.—E. O. Weber Ltd. Factory.
Gem Crib & Cradle—King St. E.
G. H. Hachborn & Co.—Auditorium, Queen St. S.
G. H. Hees & Son—De Luxe Factory.
H. W. Glady Uph. Co.—Factory Showrooms.
H. E. Furniture Co.—E. O. Weber Factory.
Jacques Furniture Co.—Factory.
H. Krug Furniture Co.—Factory.
J. Kreiner & Co.—Y.M.C.A. Building.
Krug Bros., Chesley—E. O. Weber Ltd. Factory.
Lippert Furniture Co.—Auditorium, Queen St. S.
G. J. Lippert Table Co.—Auditorium, Queen St. S.
Malcolm & Hill Fur. Co. Ltd., Kitchener—Factory.
Malcolm & Hill Fur. Co., Listowel—M. & H. Factory.
Andrew Malcolm Furniture Co.—Malcolm & Hill Factory.
J. C. Mundell & Co.—Y.M.C.A. Building.
Novelty Reed & Rattan, Brantford—Y.M.C.A.
Orillia Furniture Co. Ltd.—E. O. Weber Ltd. Factory.
Preston Furniture Co.—E. O. Weber Bldg., Waterloo.
Reitzel Bros.—E. O. Weber Ltd. Factory.
Renfrew Refrigerator—De Luxe Factory.
Snyder Bros. Upholstering Co.—Factory.
Schierholtz Furniture Co.—Y.M.C.A. Buiding.
Specialty Upholstering Co.—Y.M.C.A. Building.
Strathroy Furniture Co.—Jacques Furniture Co.
Simmons Bed Co.—Snyder Bros. Factory, Waterloo.
Sturgiss Baby Carriage Co.—De Luxe Factory.
Wunder Furniture Co.—36 King St. W.
E. O. Weber, Ltd.—Factory.
Woeller, Buldoc & Co.—Herbert St., Waterloo.
Waterloo Bedding Co.—Factory.
Wiarton Furniture Co.—Waterloo Bedding Co.

## TRAIN SCHEDULE

### Stratford to Kitchener

**5.30 a.m.** Daily except Sunday
**7.45 a.m.** Daily except Sunday
**8.10 a.m.** Daily except Sunday
**1.50 p.m.** Daily except Sunday
**4.30 p.m.** Daily except Sunday
**5.15 p.m.** Sunday only
**6.05 p.m.** Daily except Sunday

### Kitchener to Stratford

**9.15 a.m.** Daily except Sunday
**11.40 a.m.** Daily
**3.28 p.m.** Daily except Sunday
**6.18 p.m.** Daily except Sunday
**8.11 p.m.** Daily except Sunday
**9.34 p.m.** Daily except Sunday

# KITCHENER STRATFORD WATERLOO

STRATFORD FURNITURE

# Furniture Exhibition Stratford

This exhibition provides an opportunity for the dealer to become acquainted with the full line of Globe-Wernicke Sectional Bookcases. He is then better able to select for his trade just what is required. Nowadays a sectional bookcase is an absolute necessty, and Globe-Wernicke Bookcases are the natural choice of your customers. They can be conviently matched to any surroundings, always with the assurance that they will stand the strain of constant usage, and give unequalled service.

Our widespread advertising has done much to lighten the burden of the dealer—through it Globe-Wernicke Bookcases are well known and their reputation is already established.

*In addition to our regular line of sectional bookcases we are featuring the New Universal Sectional Bookcase and a complete and comprehensive line of office desks and filing cabinets.*



Utility






Standard

## The Globe-Wernicke Co. Ltd.

**Stratford - Ontario**

STRATFORD FURNITURE



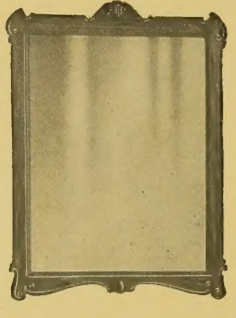
No. 5187—Extension Table.

# McLagan

## Stratford Furn

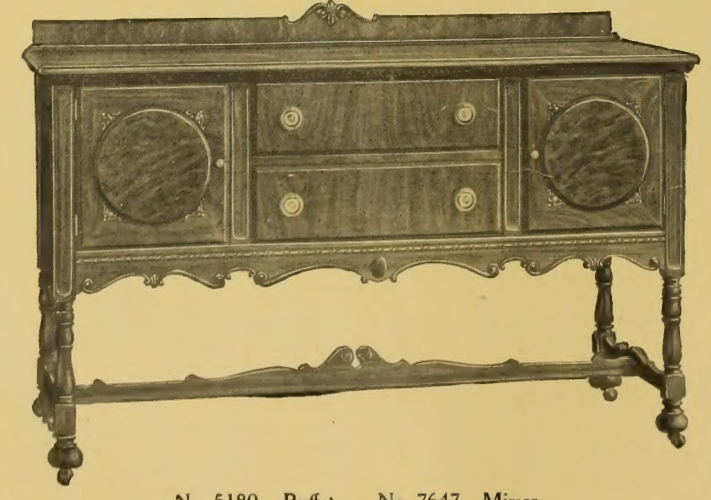
You are invited to come to the Stratford Furniture Exhibition and see the largest display of McLagan Furniture for the Dining Room, Bed Room and Living Room that has ever been gathered together at one time.

MEMBER HOME FURNISHINGS BUREAU, INC. 1921 — BETTER FURNISHED HOMES MEAN GREATER HAPPINESS — TRADE MARK REGISTERED

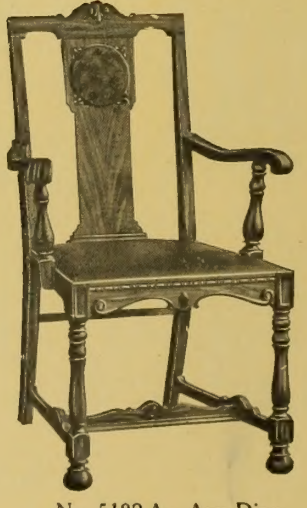


## The McLagan Fur

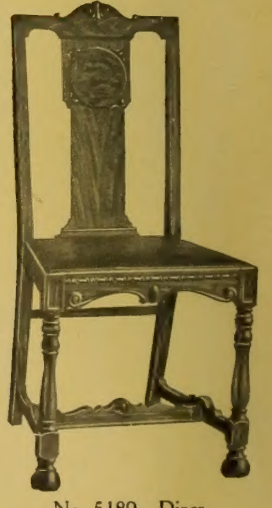
**Stratford**



No. 5180—Buffet No. 7647—Mirror



No. 5189 A—Arm Diner



No. 5189—Diner

STRATFORD FURNITURE

# Furniture

## iture Exhibition

Our showrooms will be filled with new and distinctive designs—offered at particularly attractive prices. Every dealer in Canada should make an effort to attend the January market. A cordial welcome will be given you.



No. 5184—China Cabinet

## niture Co., Limited

**Ontario**

MEMBER HOME FURNISHINGS BUREAU INC. 1921 BETTER FURNISHED HOMES MEAN GREATER HAPPINESS. TRADE MARK REGISTERED



No. 5188—Side Table

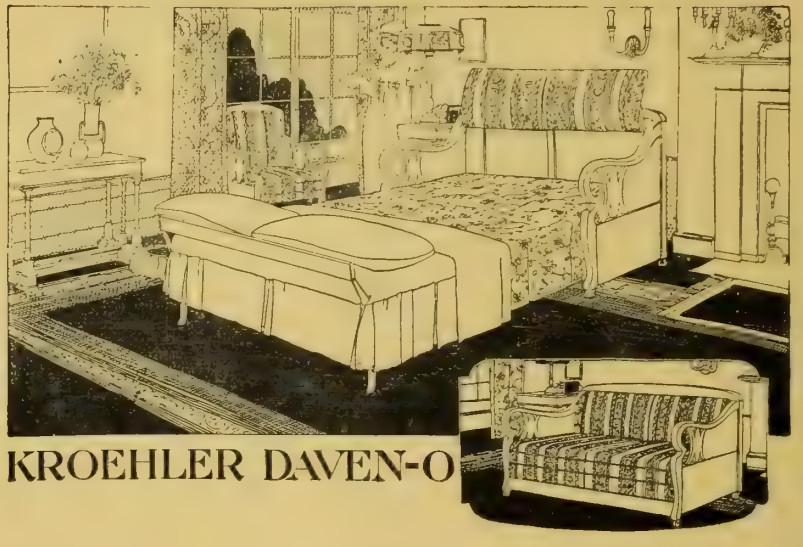


No. 5182—Buffet

STRATFORD FURNITURE

# Stratford Furni

## January



KROEHLER DAVEN-O

Dealers who are not now handling Kroehler Furniture are undoubtedly passing over profits that should be theirs. Kroehler Furniture is known all over the continent, and its high reputation is constantly creating purchasers in your locality. The Kroehler Daven-O and Kroehler Day and Night Bed are modern necessities, and the demand is continually increasing. Our display will include Chesterfields, either Daven-O Bed construction or stationary, and also Living Room Suites of new and beautiful designs. The quality that has built such an enviable reputation for our productions is rigidly maintained.
Visit our exhibition and make it have its effect on your business during the year.

## The KINDEL BED COMPANY, Limited

STRATFORD - ONTARIO

STRATFORD FURNITURE

# ture Exhibition

## 9 to 21




No. 1204 -Day Bed.

There is a decided demand for Kroehler Furniture among all classes of customers: its purchase is confined to no class in particular. There is therefore a very wide field for enterprising furniture men. From coast to coast they are handled with the greatest satisfaction on all sides. The exceptional ability and high quality of each piece pleases the customer, and the dealer finds that a reputation is being built for him as well as the expected profit coming his way.

At this years exhibition this line is being offered at very attractive prices, and the salesmen in attendance will be glad to give you full information.

Do not delay any longer but decide to see this line for yourself.

## The KINDEL BED COMPANY, Limited

STRATFORD - ONTARIO

STRATFORD FURNITURE

# STRATFORD FURNITURE EXHIBITION

Stratford Chair Furniture including many new designs will be attractively displayed in our showrooms during the Stratford Furniture Exhibition. You are cordially invited to come and inspect this display.

MEMBER HOME FURNISHINGS BUREAU, INC. 1921
BETTER FURNISHED HOMES MEAN GREATER HAPPINESS
TRADE MARK REGISTERED

JANUARY
9th. to 21st.

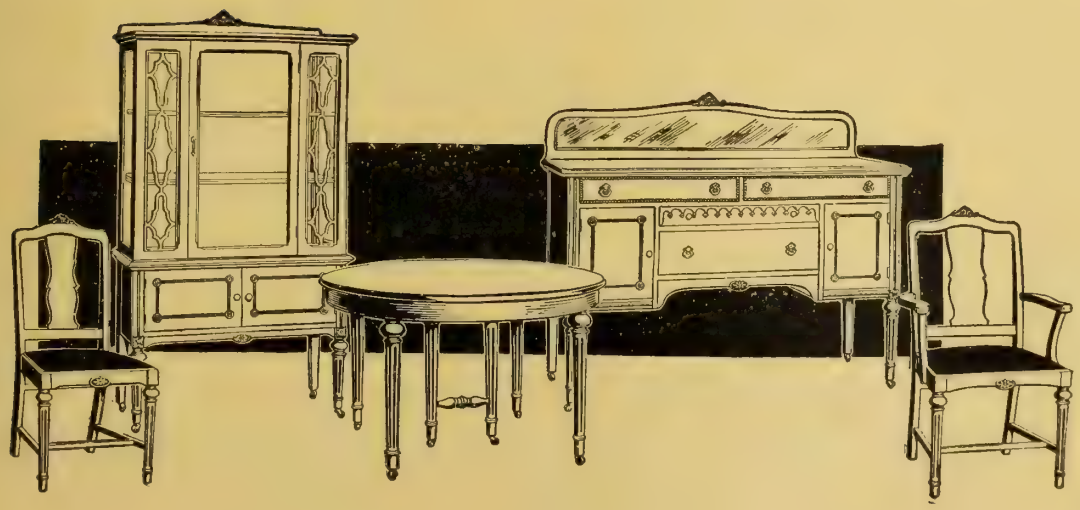
## The Stratford Chair Company

Stratford - Ontario

STRATFORD FURNITURE

# Dining Room Suite No. 685

One of the many new designs that will be shown at our Exhibition. It is built after the standard of Stratford Chair productions from Canadian Birch, finished in Walnut or Mahogany. Because of its many good qualities furniture dealers will find this suite a ready seller. See it when in Stratford in January.



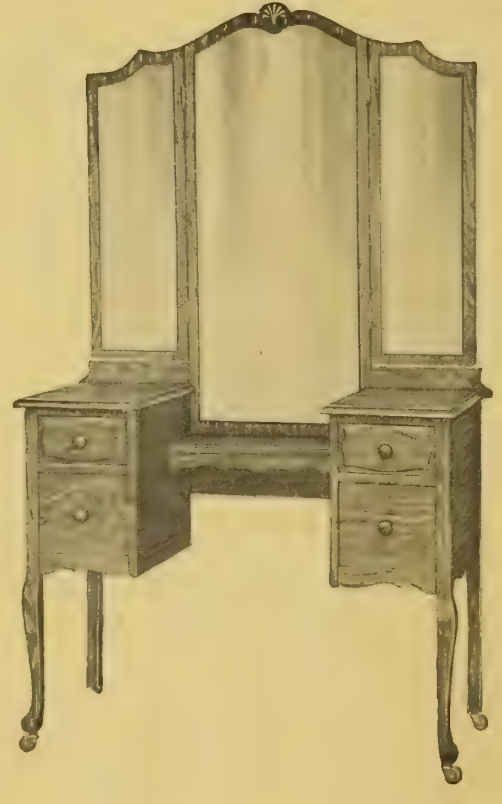
Suite No. 685

## The Stratford Chair Company

Stratford - Ontario

# STRATFORD FURNITURE EXHIBITION








It is usually necessary for a dealer to make a purshase without actually seeing what he is getting. It is therefore advisable for him to take full advantage of such an opportunity as is now presented —the Stratford Furniture Exhibition.

This exhibition will open for your inspection from the 9th to the 21st January.

A very comprehensive display of our line will be on view in the Stratford Chair Building, and you will find that a visit will well repay you.

The very latest "Meaford" productions will be shown. These should not be missed by dealers who want to make 1922 a big year.

## The Meaford Manufacturing Co., Limited

**Meaford - Ontario**

STRATFORD  FURNITURE

# STRATFORD FURNITURE EXHIBITION

*January 9 to 21*

Don't fail to see the

## *ROYAL EASY CHAIRS*

*"The World's Easiest Easy Chair"*

THE NEW

*Three Piece Divanette Suites*

AND THE WONDERFUL LINE OF

*Living Room Furniture*

MADE BY

**The Farquharson Gifford Company**

Stratford - Ontario

STRATFORD FURNITURE

# Stratford Furniture Exhibition

***January 9 to 21***

DURING the exhibition we are offering our brass beds at very attractive prices. No doubt you intend handling beds during the year, so why not get the most out of your business in profit, reputation for quality, and satisfied customers. You can get this by carrying Stratford beds: it is a trade building line that should be in every furniture store. We think that our display will be the most interesting we have yet had, and we would strongly advise you to come and inspect our line.

## STRATFORD BED COMPANY, LIMITED

STRATFORD - ONTARIO

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# EVERY FURNITURE DEALER

who wishes to keep in touch with the progress of the Furniture Business should not fail to visit the

to be held at

STRATFORD, ONT. JANUARY 9 TO 21

STRATFORD FURNITURE

# STRATFORD FURNITURE EXHIBITION

## THE IMPERIAL RATTAN COMPANY
LIMITED
STRATFORD - ONTARIO

To our many customers and friends we extend a cordial invitation to visit our showrooms where we will have an exceptionally fine display of reed furniture, embracing many new designs that will appeal to your customers. We also have several new designs in old hickory furniture for the Sun Room in Winter as well as the Porch in Summer.

*Come and inspect these lines for yourself. We welcome you.*

## THE STRATFORD MANUFACTURING, CO.
LIMITED
STRATFORD - ONTARIO

The quality, variety and value of the Stratford Line are the points that will impress you at our display. No dealer can fail to recognize its meritorious qualities.

We manufacture a very wide range of furniture, and the dealer would do well to inspect our exhibit with a view to deciding how he can best serve and satisfy his customers. Our productions find purchasers in every home, and for this reason, if for no other, dealers should consider it in their plans for the year.

*Look over this list now:*—Umbrella Stands, Bookcases, Pedestals, Smokers' Stands, Desks, Folding Chairs, Children's Furniture, Folding Extension Gates, Folding Tables, Camp Cots, Camp Furniture

# JANUARY 9 to 21

# The Gibbard Plan To Increase January and February Sales

Wide awake, aggressive dealers have expressed approval of the Gibbard plan to increase sales during the first two months of the year. They are co-operating strongly with us.

How about you?

## Here is the plan:—

Every person who purchases a Gibbard Solid Walnut Dining Room Suite from the dealer before the end of February will be given a high-grade

## Asbestos Table Mat Free

The gift will be at our expense. The dealer will get his usual good profit on the sale of the suite.

This "Gift" will be advertised by us in newspapers in large space—three columns by 14 inches. Two of the newspaper advertisements, greatly reduced here, are shown to the right. They will speed up sales for Gibbard dealers.

We have also prepared cuts of furniture, and advertisements for dealers' use in local papers. It will pay you to use them.

Attractive window cards or hangers will also be furnished free to dealers who are keen to speed up sales.

### DON'T WAIT

Write us at once for full particulars. It will be to your profit to handle a line of furniture that will be backed up with aggressive advertising and selling methods in 1922.




# Gibbard Solid Walnut

**The Gibbard Furniture Co.**
**of Napanee, Limited**
**Napanee, Canada**

*You are cordially invited*
*to visit our display of*

# *Fine Furniture*

*in the*
*Anthes Baetz Showrooms*
*during the*
*Kitchener Furniture Exhibition*
*January 9th to 21st*
*inclusive*

DESIGNS THAT ARE NEW AND DISTINCTIVE WILL
BE A NOTEWORTHY FEATURE OF THIS SHOWING




ANTHES BAETZ FURNITURE CO., LIMITED
BAETZ BROS. FURNITURE CO., LIMITED
BAETZ BROS. SPECIALTY CO., LIMITED

KITCHENER, ONTARIO

# TO REMIND YOU

This is just to remind you that an exceptionally fine selection of Krug Period Furniture will be shown at the Kitchener Furniture Exhibition January 9 to 21.

Krug Furniture has always been looked upon as a line of real distinction, and the latest designs and workmanship exhibited more than uphold this claim.

Furniture men with an eye to business will not miss this display.




*The H. Krug Furniture Co., Limited*

*Kitchener, Ontario*



# Kitchener Furniture Exhibition

## *January 9 to 21*

You can make no better or more practical resolution for 1922 than stocking your floor with a good range of M. & H. bedroom furniture. It will give you a good selling start and help to make 1922 a banner year. All your resolutions can be realized by your visiting our showrooms, January 9-21.

# MALCOLM & HILL, LIMITED

*Head Office*
KITCHENER

*Branch Factory*
LISTOWEL

# KITCHENER FURNITURE EXHIBITION

## *January 9 to 21*

You cannot delay any longer in making a decision. You should decide now to visit the Kitchener Furniture Exhibition before the 21st of this month. A saleable and practical line of furniture that can be depended upon to bring good results is what every merchant wants. It is the steady sale of any line that tells in the long run. Hachborn Furniture has a reputation for consistently good sales.

*Let our Salesmen in attendance gwe you full particulars regarding Quality and Price.*

*The Auditorium - Queen St. South*

GEORGE H. HACHBORN AND COMPANY
KITCHENER ONTARIO

# THE AUDITORIUM

**QUEEN ST. SOUTH, KITCHENER**

## FURNITURE EXHIBITION

*Displays of worth while furniture that every dealer should see.*

Make a point of visiting the January market and do not forget the Auditorium. You will receive a very hearty welcome.

**THE LIPPERT FURNITURE COMPANY, LIMITED**
**GEO. H. HACHBORN & COMPANY**

# New Designs in Period Furniture

## Kitchener Furniture Exhibition

*January 9 to 21*

Our display of Dining Room and Living Room Suites will be held in our permanent showrooms in the

## Auditorium
## Queen St., South

Our line has enjoyed a large degree of popularity with the trade, because of its saleable qualities, and we feel that every dealer who visits our display will consider his time well spent: you are heartily welcome.

## The Lippert Furniture Company, Limited

**Kitchener - Ontario**



NO. 1045 BUFFET

# WE INVITE YOU TO VISIT OUR DISPLAY

## IN THE JACQUES FURNITURE COMPANY SHOWROOMS

# KITCHENER, JANUARY 9 to 21

Our display this year will be unusually interesting. Our very latest productions will be exhibited and we feel that more than passing interest will be shown by visiting dealers. ¶ The safest way to find out about all the latest designs and creations in the furniture business is to come and inspect them for yourself. Make your decision now to visit the Strathroy display. ¶ When you offer Strathroy furniture to your customers they appreciate the fact that you are appealing to their good taste and that you are offering them something really worth while in quality and value. The Strathroy line has every qualification that is necessary to increase trade. Its best selling arguments are built right into it. See it in Kitchener.

## STRATHROY FURNITURE COMPANY, LIMITED

STRATHROY ONTARIO



No. 62—Vanity Dressing Table
Height 59 in., Top 19x46, Mirrors 20x28 and 8x22

# *Italian Period*

Suite No. 62 has proved itself to be a worthy representative of the Jacques line. The neat inlay, two-tone finish and high lighted columns give to it that artistic finish so necessary in furniture for the chamber.



No. 62—Chiffonette
Height 54 in., Top 22x40

## Kitchener Furniture Exhibition
### January 9th to 21st

New designs in Chamber Furniture will be a prominent feature of the Jacques display at the January market. You are cordially invited to come to our factory showrooms and see them.

*This Suite is now carried in stock ready for immediate delivery.*



No. 62—Bed
Head 52 in., Foot 35 in., Slat 54 in.



No. 62—Dresser
Top 22x48, Mirrors 26x36

# THE JACQUES FURNITURE COMPANY, LIMITED
KITCHENER - ONTARIO

# KITCHENER FURNITURE EXHIBITION

A large number of new designs will be shown at our display which will be held in the

## Malcolm & Hill Showrooms, Kitchener

from January 9 to 21. The Coombe line is known as a ready seller, that has the trade building qualities furniture men are looking for, and our latest productions are planned to uphold the reputation of their predecessors. ¶Quality and dependability are features of every piece of furniture manufactured by us. ¶Your inspection of our display is invited.

THE F. E. COOMBE FURNITURE CO. LIMITED

KINCARDINE, ONTARIO




# MUNDELL DISPLAY

MAIN FLOOR

Y.M.C.A. BLDG., KITCHENER

*January 9 to 21*

ONE BLOCK FROM THE WALPER HOUSE

We hope you will not fail to visit our display which will include many new designs in living room suites, chairs, rockers ,tables, smokers' stands, etc. There will also be shown some new upholstering coverings which are exceptionally fine and should not be overlooked. To miss this exhibition might utimately mean a big differance in dollars and cents to you, so a ticket to Kitchener is the right thing.

JOHN C. MUNDELL & COMPANY, LIMITED

ELORA — ONTARIO

# KITCHENER FURNITURE EXHIBITION



Buffet No. 220

A splendid exhibition of Malcolm furniture will be held in the Malcolm & Hill factory from the 9th to the 21st January. This opportunity of viewing our complete line should not be passed over by any furniture man. After a close inspection has been made a dealer can then decide with more certainty what he will require for his particular trade. In our opinion this display will be the best we have ever had, and we desire to impress all dealers with the advisability of paying a visit to it. An invitation has been mailed to every dealer, but if by a mischance you have not received one, do not fail to come, you will be made heartily welcome.

The buffet shown above is from one of our new moderately priced suites which will be shown at exhibition. Our higher grade line, with which the trade is well acquainted, will also be shown in many new designs.

MEMBER HOME FURNISHINGS BUREAU, INC. 1921
BETTER FURNISHED HOMES
MEAN GREATER HAPPINESS
TRADE MARK REGISTERED

## The Andrew Malcolm Furniture Co.

KINCARDINE LISTOWEL

Our desire toward you
will be completely satisfied when
you shall have had a

PROSPEROUS NEW YEAR

*We should like to help make it a success and invite you to inspect our line of*

**Baby Carriages**

**Strollers**

**Bassinetts**

**Cribs**

**Baby Walkers, etc.**

GEM CRIB AND CRADLE, LIMITED
AND
C. H. HARTSHORN

KITCHENER, ONTARIO "Right Down Town" *Showroom*—21 KING ST. EAST

# THE SNYDER LINE

COMPRISING

## *"Everything for the Livingroom"*

Will be shown during the forthcoming Exhibition from

## JANUARY 9
TO
## JANUARY 21

***At their Showrooms in the Factory Waterloo, Ontario***



The Snyder Line has created a Standard for Dependable Furniture and with new designs added to the already extensive collection, a visit to the Showrooms should prove interesting to all Furniture Dealers.

The Snyder Desk & Table Co., Exhibit will be shown at the same Showrooms.

MEMBER HOME FURNISHINGS BUREAU INC 1921
BETTER FURNISHED HOMES
MEAN GREATER HAPPINESS
TRADE MARK REGISTERED

# WUNDER FURNITURE DISPLAY IN OUR PERMANENT SHOWROOMS . . . . .

## *Kitchener Midwinter Exhibition*

From the 9th to the 21st January our permanent showrooms will be given over to an outstanding display of our very latest productions. We extend a cordial invitation to all furniture men to pay a visit of inspection. It is our aim to make this exhibition of real benefit to the dealer.

**Write this address in your notebook NOW**



**36 KING STREET W.**
OPPOSITE WALPER HOUSE

**THE WUNDER FURNITURE MFG. COMPANY**
LIMITED
KITCHENER ONTARIO

# Kitchener Furniture Exhibition

**January 9 to 23, 1922**

*Call at the new Y.M.C.A Building*

AN extensive range of our Dining Room Chairs, Living Room Chairs and Rockers will be on display at the Kitchener Furniture Exhibition, and to every furniture man is extended a most cordial invitation.

The demand for Schierholtz Furniture has steadily increased and we believe that the high quality and expert manufacture that we maintain is giving genuine satisfaction to the dealers, and through them to their customers.

A profitable line that gives satisfaction should not be missed, so we want you to visit our display and make an examination for yourself.

You will be well recompensed for the time it takes for the visit.

SCHIERHOLTZ FURNITURE CO., LIMITED

NEW HAMBURG ONTARIO

# The C.E.O. Combination Line

OF MEDIUM PRICED

# DINING ROOM FURNITURE

**We will welcome visiting buyers during the Kitchener-Waterloo Furniture Exhibition on January the 9th to the 21st, 1922**

**Showroom at E. O. Weber Limited Factory, Allen Street, Waterloo**

A comprehensive display
of combined lines of the—

Chesley Furniture Co.
*Specializing in* Extension Tables

Elmira Furniture Co.
*Specializing in* Dining Room Chairs

Orillia Furniture Co.
*Specializing in*
Buffets & China Cabinets

Our exhibit will contain a number of pleasing new designs of Medium priced Dining Room Suites. Also Buffets, Extension Tables, Dining Room Chairs, as well as Living Room and Library Furniture.

*The Combination Dining Room Line*

THE CHESLEY FURNITURE CO., LIMITED CHESLEY, ONT.
THE ELMIRA FURNITURE CO., LIMITED ELMIRA, ONT.
THE ORILLIA FURNITURE CO., LIMITED ORILLIA, ONT.

# *New Year's Greetings*

YOU ARE COMING TO *OUR* JANUARY EXHIBITION. YOU WILL MEET SOME REAL FELLOWS EXHIBITING IN OUR BUILDING.




E. O. WEBER, LIMITED WATERLOO, ONT.

E. O. WEBER BUILDING ALLAN ST., NORTH



You will find me among the
Reitzel Display in the E. O. Weber Building from
January 9th to 21st 1922

REITZEL BROS. WATERLOO, ONT.

*THE WIARTON FURNITURE COMPANY*
*LIMITED*

*wish to announce*

*that an exhibition covering their full line of furniture*

*will be held in the*

*Waterloo Bedding Company Building, Waterloo*
*from the 9th to the 21st January*

*All furniture men will be made heartily welcome*

THE WIARTON FURNITURE COMPANY, LIMITED
WIARTON - ONTARIO

KITCHENER FURNITURE EXHIBITION



No. 807

# The "20 Century" and "Twin" Extension Tables

Our display is in the E. O. Weber Building Waterloo during the January Furniture Exhibition. A cordial invitation is extended to all furniture dealers throughout Canada to come and inspect this quick moving line of extension tables.

THE CHESLEY FURNITURE CO., LIMITED

CHESLEY ONTARIO

# Beaver Furniture

## Kitchener Furniture Exhibition

Some particularly attractive and distinctive designs will be shown in our permanent showrooms at the De Luxe Upholstering Building, January 9 to 21.

A number of these designs have not been shown before, therefore this is the right time to examine them and consider their merits. The Standard of manufacture that has made a reputation for Beaver Furniture has been upheld as in the past, because upon it depends the dealer's success with his customers.

## The Beaver Furniture Company, Limited

**Kitchener -:- Ontario**

## KITCHENER AND WATERLOO FURNITURE EXHIBITION

*January 9 to 21*

*Decide to come now*

In the production of Art Furniture it has always been our policy to create designs and manufacture furniture that is most acceptable to the dealer from every conceivable standpoint. A ready selling line that satisfies the buyer and gives the dealer a reasonable profit—that is Art Furniture.

Dealers will have an opportunity of viewing this line in the showrooms of the De Luxe Upholstering Co. from January 9 to 21. Do not let this opportunity slip. We shall be pleased to welcome you.

## The Art Furniture Company, Limited

**Kitchener - Ontario**

# DeLuxe Upholstered Furniture

A representative showing of DeLuxe Upholstered Furniture including many new designs and coverings will be displayed in our permanent showrooms at the

## Kitchener Furniture Exhibition

*January 9th to 21st*

The Deluxe Line will also be shown at the

## Toronto Furniture Exhibition

A cordial invitation is extended to all furniture dealers in Canada to see either one or both of these displays. Your visit to the January show will be both pleasant and profitable—*Come.*

DE LUXE UPHOLSTERING COMPANY LIMITED

KITCHENER -:- ONTARIO

## *SPECIALTY Upholstered Furniture*
*AT THE*
## *Kitchener Furniture Exhibition*

*JANUARY*
*9th to 21st*

¶Comfort and appearance have a great deal to do with the sale of upholstered furniture, especially when backed by high quality and real value. On this account Specialty Upholstered Furniture has always found a ready market. ¶Our display at the Kitchener Furniture Exhibition should not be missed by any dealer who hopes to make 1922 an unusually successful year.

*SPECIALTY UPHOLSTERING CO. - WATERLOO, ONTARIO*

# Reed Furniture at the Exhibition

CHESTERFIELDS, SETTEES, CHAIRS, FERNERIES, TABLES, TEA WAGGONS, LAMPS, WRITING DESKS AND NOVELTIES.

will be shown at the Kitchener Furniture Exhibition, January 9th to 21st in the Y. M. C. A. Building. Come out and see this fine line of Reed Furniture.

*Special Designs made to order. Write for full information.*

## NOVELTY REED MANUFACTURING COMPANY
**BRANTFORD, ONT.**

*Manufacturers of all kinds of Reed Furniture.*

# *Visit Our*

# Permanent Showrooms

**Opposite the G. T. R. Depot**

# Waterloo

As conditions gradually change, wide awake dealers know that they must keep a closer watch upon happenings in the furniture business. The Waterloo Furniture Exhibition is a kind of trade barometer which to the observant dealer forecasts the trend of furniture manufacture in Canada.

The good qualities possessed by the Woeller Bolduc Line have built an enviable reputation for it, and it should be given careful consideration so that your plans for 1922 may be complete.

A wide range of our furniture will be shown including many new designs which are sure to interest you. Take a trip to Waterloo, and let us make it worth your while.

***January 9 to 21***

## WOELLER, BOLDUC & COMPANY

**WATERLOO, ONTARIO**

# *Upholstered Furniture*

## WATERLOO FURNITURE EXHIBITION

A reputable line of upholstered furniture is a necessity for every dealer to carry. Glady Upholstered Furniture has enhanced the reputation of many a dealer, through always giving absolute satisfaction to his customers. After a thorough examination of Glady furniture you will be convinced that it can be handled with excellent results by almost any dealer, Before making your plans for this year see this line. We will give you a hearty welcome.

**H. W. GLADY UPHOLSTERING COMPANY**

**Corner Union & Herbert Streets. Phone 400**

**WATERLOO :: ONTARIO**

# SEE THE ENGEL LINE

This opportunity is being taken by us to thank our many friends in the trade for the valued patronage received during the year.

## WHEN VISITING KITCHENER JANUARY 9 to 21

do not overlook our exhibit in the Basement of the Windsor House, corner King Street and Yonge Street, where we are showing some of the newest designs in upholstered goods.

**ENGEL UPHOLSTERED FURNITURE CO.**

**WATERLOO - ONTARIO**

*Eastern Representative:*— MR. H. B. TAYLOR, 315 Mappin Bldg., Montreal Que.

*Western Representative:*—MR. W. CLINE, VANCOUVER B. C.




*Visit the home of*

# QUALITY MATTRESSES

*when attending the*

## Kitchener-Waterloo Furniture Exhibition

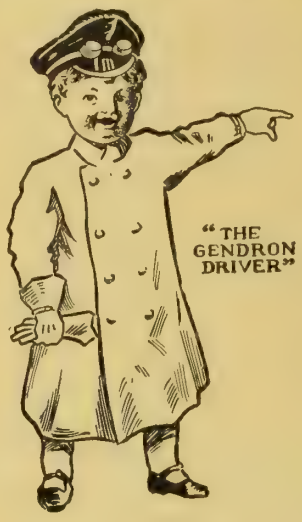
Let us show you that our "Quality" mattresses are well named. When you have seen our complete line of Felt and Kapok mattresses you will know that you need go no further for genuine quality in bedding, and its exceptional values and trade building character will please you. Attractively patterned tickings of the finest quality will also be shown.

When you call on us you will have an opportunity of seeing our well known mattress in course of manufacture, which will more than ever convince you of the merits of our line which are sometimes overlooked.

QUALITY MATTRESS — DURABLE COMFORTABLE & SANITARY

## Waterloo Bedding Company, Limited

**Waterloo - Ontario**




# *To The Trade*

**When in Kitchener you are invited to visit our Exhibit in the factory of**

## E. O. Weber Limited

**Waterloo, Ont.**

**and when in Toronto you are invited to visit our Exhibition at**

## OUR FACTORY SHOWROOMS

**137 Duchess Street. Toronto**

It has been decided that it would benefit both the dealer and ourselves to exhibit in both places this year, and we extend to all our friends a most hearty invitation to either of these exhibits.

The line this year is absolutely the best we have placed before the buyers and includes many new features in styles, finishes and equipment. We can assure you these only have to be seen to be appreciated. Prices have been readjusted downwards according to present costs of labor and materials.

May we take this opportunity of expressing to you our sincerest wishes for continued prosperity and happiness during the ensuing year of 1922.




## The Gendron Manufacturing Co., Limited, Toronto

**Children's Carriages Park Carts Velocipedes**
**Wagons and Children's Automobiles**

***" 'TIS THE GENDRON AIM AND PRIDE TO MAKE YOU SATISFIED"***

# Lloyd Pat. Process LOOM Products

*Baby Carriages & Furniture*

**displayed at the**

# TORONTO FURNITURE EXHIBITION

*Western Annex:* ARENA

EXHIBITION GROUNDS

THE LLOYD MANUFACTURING COMPANY

ORILLIA (HEYWOOD-WAKEFIELD CO.) ONTARIO

# TORONTO

## *Display of the*
# Lucknow Table Co.

Come to our display at the Toronto Furniture Exhibition and give us a chance to prove the correctness of our slogan—*Nothing but Tables - Tables nothing but Right.* The Lucknow line will serve you well: the quality and genuine values are bound to increase your profits and reputation.

Our very latest productions will be shown at this exhibition, and every dealer should see them in order to start on the right track for the rest of the year. We will try to make your visit of value to you.

THE
## LUCKNOW TABLE COMPANY
LUCKNOW ONTARIO

# January 9 to 21

# EXHIBITION

## J. B. Watson Furniture

A dealer who did not acquaint himself with the changing conditions of his business would soon find that he was working at a complete disadvantage. The Toronto Furniture Exhibition is the place where dealers can gain a first hand knowledge of the latest developments in the furniture business, and it is not only advisable but necessary that each dealer should make an attempt to visit it. ¶ Our display is one that few can afford to miss, as many new productions will be shown, the quality and value of which have a direct bearing on your success during the year. ¶ To all furniture men we extend a hearty invitation.



No. 8902 Chair



No. 8902 Rocker

**The J. B. Watson Furniture Co., Limited**

**Kincardine - Ontario**

# January 9 to 21

# TORONTO

## The Gold Medal Divanette

**offers the best selling proposition for dealers because:—**

It is mechanically the most perfect divanette made.
There is absolutely no comparison between the comfort of a Gold Medal Divanette as a bed and any other make. Even our competitors have never attempted to question this point.
*Everyone* knows the Gold Medal Divanette makes a real bed.
The Quality is right.
The prices are right.
The Gold Medal Divanette is nationally advertised.
Added to the above
The Gold Medal Divanette has a new and wonderful feature. NO BOLTS, NO NUTS are used in setting up or taking it down. It is the simplest divanette in the world to set up, and the quickest. This improvement has just been got out and patented and all Gold Medal Divanettes are now equipped with this selling feature.
Write for our splendid dealers' Ads.
Arrange for a Window display of Gold Medal Divanettes. Dealers everywhere are reaping rich harvests from these displays.
*Remember*, the Public now demand Gold Medal Divanettes. It is only a matter of time till they will accept no other.

***Meet Us at the Toronto Exhibition***



**The Gold Medal Furniture Mfg. Company, Limited**

**TORONTO UXBRIDGE WINNIPEG**

**THE GOLD MEDAL BEDDING CO., LIMITED, MONTREAL**

# January 9 to 21

# EXHIBITION

## *Fine Furniture--*

New designs in Hespeler Furniture will be prominent in our displays in Toronto and at our factory showrooms in Hespeler during the January market.
Come out and see them. You will receive a hearty welcome.

*The*
**Hespeler Furniture Co.**
LIMITED
**Hespeler - Ontario**

# January 9 to 21

# TORONTO



No. 69 Kabinet

## KNECHTEL KITCHEN KABINETS

Dealers who cannot see our display should write for our latest catalogue if they have not got one.

Our Display at the Toronto Furniture Exhibition will contain a complete showing of Knechtel Kitchen Kabinets.

The demand for labor saving Kitchen Kabinets is best answered by "Knechtel".

Neatness, utility, convenience and durability are points that make them leaders in their line. No dealer has done his best to satisfy his customers until he can supply them with the Kitchen Kabinet that has a reputation—The Knechtel.

We can show you how this line can help you, so call at our exhibit—we shall be glad to welcome you.

**Knechtel Kitchen Kabinet, Limited**

**Hanover - Ontario**

# January 9 to 21

# EXHIBITION

## DON'T MISS THE PEPPLER EXHIBIT

¶Visitors to the Toronto Furniniture Exhibition will find the PEPPLER display in the Western Annex, Arena, Exhibition Grounds. ¶ We are featuring many new designs which we feel will be good sellers for the dealer. ¶Come and let us show you our latest Dining Room and Bedroom Furniture.

PEPPLER BROTHERS, LIMITED

HANOVER - ONTARIO

# January 9 to 21

# EXHIBITION

**Kapok Mattresses**

**Felt Mattresses**

**Royal Box Springs**

**Comforters, Pillows, Etc.**

will be attractively displayed at the January Furniture Exhibition in the Million Dollar Arena Toronto.

Furniture dealers and their friends will receive a hearty welcome.

**The Canadian Feather and Mattress Company**

**Limited**

**Toronto and Ottawa**

# January 9 to 21

# Sidway 1922 Styles

## Will Attract Customers

The public, as well as the dealers, are demanding something new in Baby Carriages—

**New Shapes** **New Decorative Ideas**

The Sidway line for 1922 is designed to meet that demand. If you ever felt that the possibilities in baby carriage designing had been exhausted, our display at "Toronto Furniture Exhibition" January 9th to 23rd will prove a revelation to you. It is one of the exhibits you cannot afford to miss.

We cordially invite the inspection of all interested dealers.

## Sidway Mercantile Company

**864 Dufferin Street** **Toronto, Ontario**

THE ONLY COMPREHENSIVE AND PRACTICAL WORK AT A REASONABLE PRICE

# THE PRACTICAL BOOK OF PERIOD FURNITURE

*By*

HAROLD DONALDSON EBERLEIN

*and*

ABBOT McCLURE

With 250 illustrations that illustrate RIGHT FURNITURE

This book will be welcomed by all dealers in Right Furniture, (*Antique or Reproduced*), and those who wish to buy it, and by all makers of Correct Reproductions.



Here is the book you need to give you complete, concise furniture information.

*Whether you are a*

**Salesman** **Manufacturer**
**Dealer** **Designer**
**or Connoisseur**

you should buy this handsome and practical volume.

In the Furniture business, the fact is becoming more and more important every day, that the demand for "Period" furniture is becoming the rule rather than the exception, and the customer naturally looks to the man in the store to give them what information on the subject they may lack themselves. We wonder how many of the dealers, in smaller cities and towns, or their clerks could go into one of the large city showrooms where a line of "Period" furniture is displayed, and correctly pick out the various pieces belonging to the different periods and explain to a customer just what constituted the different characteristics of each. You cannot help but see what advantage it would be to you to know all about furniture, and here at last is a book, practically an encyclopedia, at a reasonable price, which tells you all you need to know about period furniture.

**SENT POSTPAID TO YOUR ADDRESS, $9.00**

CANADIAN FURNITURE WORLD, *51 Wellington St., West,* TORONTO

# HAVE YOU LOOKED INTO MATTHEWS MIRRORS?

THEY REFLECT PLEASED CUSTOMERS

*See our new framed line.*

## MATTHEWS BROS., LIMITED

THE BIG CANADIAN MOULDING HOUSE

1906 DUNDAS STREET WEST TORONTO, CANADA





Have you written yet about our special gross lot offer?

PEERLESS FOLDING TABLE

The Peerless Folding Table must be seen to be fully appreciated. Its usefulness, quality, appearance, etc., can then be recognized at a glance.

There occurs to mind the many purposes for which it can be used, and the convenience with which it can be handled and stored away. Above all it will appear to you as an article that your customers will buy readily.

Send in your order now—it will pay you.

**Hourd & Co., Limited** Sole Licensees and Manufacturers DEPT. W LONDON



*You are Sure to Have Enquiries for*

# FOLDING CHAIRS AND CARD TABLES

***During the Present Season for Card Parties, etc.***



No. 16. Non Tip Chair

The Chair and Table shown are especially adapted for such purposes.

They fold perfectly flat, are made from the best materials and are attractive, strong and reliable.

The No. 16 Chair is specially constructed ; it cannot tip forward ; it is an excellent chair for Theatres, Halls, etc.

***Write us for Quotations.***



No. 22. Card Table.

**OTTERVILLE MANUFACTURING COMPANY, LIMITED**

**Otterville - - Ontario**

# THE KNECHTEL FURNITURE COMPANY

LIMITED

The complete line of Knechtel Furniture will be on display in our factory showrooms commencing January 9th., 1922 and continuing for a month.

You are invited to come and inspect our new patterns.

*Our new catalogue-No. 52 will reach you in the near future.*

THE KNECHTEL FURNITURE CO.

LIMITED

HANOVER ONTARIO

# TORONTO

## Carrara Marble
and
## Alabastine Statuary

A full line of

**Serving Trays** (Oval and Square)

50 Different Patterns

A line of

**Framed Pictures**

Consisting of Water Colors, Pastels, Etchings, Engravings, Oil Paintings, etc.

Also a line of

**Floor and Table Lamps**

*and*

***Silk Shades***

A big variety of styles—all the latest patterns.

***See this exhibit at the Toronto Furniture Exhibition in the Million Dollar Arena—Exhibition Grounds.***

# January 9 to 21

# CONDITIONS ARE RIGHT FOR 1922 BUSINESS

**Retailers discuss at convention across the border problems of last year's trade and possibilities for this year's business — What live dealers do to hold and increase sales---Helpful suggestions.**

WHAT is the prospect of business for 1922? This question is one that is important to all furniture dealers and in fact all retailers; and is a question that many a dealer has asked of himself and of others with whomo he has come in contact.

One answer might be given by telling of a retail trade convention that was held across the border last month, at which this problem was discussed, as well as the question of developing more and better business.

This convention was held for three days at Dayton, Ohio, just before the Christmas holidays, and at it subjects were discussed that are of interest to all dealers whether residing and doing business in Canada or the United States.

The outstanding feature of the convention was the optimism and confidence shown by those present. Delegates were unanimous in their belief that business is on a rapid upward trend.

The biggest reason for confidence is the improvement in the employment situation. Industry is picking up and more men are working. More money is being spent in retail stores. Delegates to the convention said that conditions are such that the man who is in a position to go after business now will get it.

### How to Get More Business

From now on the successful retailer will be the one who adopts an aggressive merchandising policy. He must spend more time in association with other merchants, getting new ideas and putting them into practice in his business.

Good store arrangement, good window displays, and a clean store count for more today than ever before, according to those who spoke during the conventiion. Many instances were cited in which competition had been met and the best class of trade secured by giving more attention to servic,e appearance of the store, and efficiency of clerks.

### Business is on Sound Basis

Speakers before the convention showed that business is on a sounder basis today than ever before. Inventories have been reduced to a minimum. Old stock has been eliminated. Quick turnover is depended upon to make

Buying is being given more and more attentioin. A number of instances were cited to show that a careful study of the market had resulted in profitable purchases. It was generally agreed that no merchant can afford to allow other duties to interfere with his buying.

Figures presented at the convention showed the substantial cuts made in prices of foodstuffs and home furnishings and necessities during the past year. The statement was made that the retail dealer had reduced prices despite some criticism from outside sources to the contrary. The chants in sessioin felt that because of these reductions the retailer deserves the condence of the public and that buying will steadily increase.

### Pays to Recognize Clerks' Ability

The question of increasing the efficiency of salespeople was thoroughly discussed. Every merchant present realized that much of his success depends upon the ability of salespeople. Educating salespeople in better selling methods and getting them to take a personal interest in the store were declared to be two things which retailers must accomplish.

Members of the convention have found that a clerk's interest in the store is usually in proportion to the proprietor's interest in his clerks. A little encouragement, commendation for good work, and a policy of giving credit where credit is due were shown to have accomplished a great deal in increasing sales. As one member said, "We are selling Service, Courtesy and Quality today more than ever before. The average clerrk who waits on trade is not interested in the store but simply in getting the worrk done. Make their work interesting and profitable and you will find that it pays. A plan whereby each clerk gets credit for the work he does has worked out very nicely for me. It has built up a spirit of rivalry among my clerks. They have gotten the habit of suggesting different items to each customer who comes in. The result is that we have a faster turnover, more satisfied customers, and more profit."

Special sales on a few leading articles were endorsed as a means of getting business into the store. Specials were shown to have increased turnover in many cases.

Careful buying and a close check on the movement of stock were given credit for good turnover records. It also developed that dealer's turnover in different ways and sometimes do not get accurate results. A simple way is to divide the total business for the year by ythe average inventory at selling price.

### Collections and Advertising

Collecting charge accounts was advanced as one of the retail dealer's most important problems. Collections have been somewhat difficult in the past. Dealers have met this difficulty to a great extent by keeping an unusually close check on charge accounts.

More and better advertising was recommended as one means of increasing business. Members were urged to use advertising displays sent to them by manufacturers from whom they buy products. This advertising is entirely free to the retailer and will do a great deal to increase sales. The importance of absolute truth in advertising was strongly emphasized.

The year 1922 will be big, if our Canadian dealers put these suggestions into play.

### A MORE THAN USUAL HAPPY NEW YEAR

The Year whose end has just closed
We know you'll ne'er forget,
For struggles hard in last year's fight
Have been the toughest yet.
Oppression, though, has sweet rewards
And honors not the weakest
So let us sing and toil right on
"Survival of the Fittest!"
These Yuletide Greetings then we send
Dear Friends, to each of you
To wish you Heath and Happiness
In Nineteen-twenty-two.

# New Year Sales Methods That Mean More Business

How some Furniture Dealers Increased their Sales by using Seasonable Stunts.

### SYSTEM IN FLOOR COVERING DEPARTMENT

I. N. KIERST, manager of the floor covering department of the Wm. Hengerer Co., Buffalo, is a stickler for system. He wants to feel the pulse beat of every section of his department at any time and for this reason has been careful to see that stock sheets are kept up to the minute.

The stock sheet is a loose leaf ledger. Whenever goods are ordered, notation is made under the manufacturer's name, of the number, date to be shipped, sizes, etc. The number arriving is written in red ink opposite the month in which delivery is made. It is possible, therefore, to tell immediately the number on hand, the number ordered and as a balance is taken each month and forwarded to the following month, the number on hand.

Again, the stock sheet serves as a check-up on rugs that are not selling. If the salesman for a certain factory calls to solicit an order, Mr Kierst immediately turns to the page devoted to this company's merchandise. If he feels they have sold sufficiently well, he reorders, but if not the salesman is given a reason why no repeats are given.

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### CLEVER NEW YEAR IDEA

A clever idea that was used some time ago by an American furniture house and that could easily be adapted to the present month's selling is a Nineteen Twenty-two ($19.22) sale.

A special window display, all goods bearing a $19.22 tag, suitably decorated with 1922 pennants, etc., will catch the eye when passing. The entire display can be composed of very little aside from the articles of house furnishings which are marked for sale at that price.

The idea can be carried out as economically or as elaborate as may be desired so far as the decoratioins are concerned. It can be made quite simple though effective, with only a banner announcement and price tags in addition to the goods on display.

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### ONE-CENT FURNITURE SALE

We are accustomed to one-cent sales in drug stores, but it has remained for an American furniture store to put over a "one-cent furniture sale" Mason Brothers of Atlanta, Ga., to introduce a line of aluminumware ranging in original retail value from the various separate articles, from 10 cents to $10, but sold during the progress of the sale at prices ranging from 1 cent to 99 cents, which, certainly, represents a tremendous discount.

The sale was extensively advertised in Atlanta newspapers to continue for a period of one hour only, and further promoted by means of an effective window display.

But "the proof of the pudding is in the eating"—the test of all advertising is the result it produces. The sale was scheduled to begin at 10 o'clock on Monday morning. By 9 o'clock the street in front of the store was jammed with people resembling the eager throngs outside the gates of a world's series ball game. By 9.45 o'clock the crowd was so great that police reserves had to be called out to keep the highway clear for traffic; the sidewalk was packed with jostling humaanity for a whole half block.

At 10.00 o'clock the doors of the store were opened and in one hour's time approximately 2,000 pieces of aluminumware had been sold, wrapped and delivered. It was necessary to permit the people to leave the store by the way of the rear because of the crowds blocking the street in front. Truly—"It Pays to Advertise," says Furniture Age in recording the news.

# FURNITURE DEALER'S RESOLUTIONS *for* 1922

I WILL make my window displays attractive, timely and interesting and will vary them frequently because I realize that window displays advertise my goods to folks very effecticely at the point where the goods are on sale and are, therefore, just about as effective and inexpensive advertising as I can possibly engagae in.

I will sell customers the sort of goods they want to buy because in this way I will make friends of them and I will also recommend new things that I know are good because in this way I will increase my business.

I will keep my sales room neat and pleasing because I realize that people prefer trading in attractive places to doing business in poorly lighted and confused looking sales rooms.

I will make my newspaper advertising as snappy, interesting and attractive as possible because I realize that there is so much advertising of the ordinary kind that it takes a different slant from the usual in newspaper publicity to make people sit up and take notice.

I will watch my charge accounts carefully, send bills regularly and make a real effort to collect overdue acounts because I realize that the loss on one unpaid account eats up the profits on a good many cash salaes.

I will read my trade paper carefully and note the various points it, emphasizes because I realize that it is published for the purpose of helping me make money out of my business and that from it I can secure valuable pointers.

I will take my proper place in civic and commercial affairs because by so doing I will enhance my prestige in the community and because I realize that the greater my prestige is the more business I will do.

I will see to it that my employees extend to customers a constaant courtesy and service because I realize that courtesy and service are two of the most important factors in building up and keeping a good trade.

I will be fair and square in my dealings with customers and with the houses from whom I purchase goods because I realize that the Golden Rule is still the best rule for the successful conduct of modern business.

# ONLY 10 PER CENT. OF DEALERS ADVERTISE

## Lack of advertising curse of small business—Losing sales to mail order houses in larger centres.

FRED P. MANN, PRESIDENT R.M.A. OF NORTH DAKOTA.

FOR the past three or four years I have been devoting about half of my time to seeing if I could in some way be of assistance to the smaller retailers and, being president of the Retail Merchant's Association of our state, I became deeply interested in trying to help them solve their problems. One of the greatest problems that confronted




A Cornwall, Ont., dealer who believes in advertising to keep business at home.

us away out on the plains of North Dakota was the competition of the great mail order houses.

I took a survey of our state to find out why the great mail order houses were taking out of the state in 1918 one-third of the business, estimated by our tax commissioner at $90,000,000. They estimated that $30,000,000 was going out of the state. I knew that in our territory, where we come into competition with the mail order houses, that they were not doing that large a proportion of business. I had discovered early in life, fortunately, the great power of advertising and to that I attribute our great success in our little store away out west.

The great complaint was that the merchants could not meet the mail order competition, but I wanted to find out why, so I hired four men, mapped out one hundred towns in our state, and sent out these men to send back to me a little questionnaire. I had it all arranged on a piece of paper. First, the appearance of the store: Is it pleasing, the windows clean, display of merchandise, inside attractive or unkempt? Do the goods look new or musty and old? What bookkeeping system is used? Last and most important of all, do they believe in advertising? If so, how much advertising do they do?

To my great surprise I found that 75 per cent of all the merchants in our state did not believe in advertising and did not advertise. Fifteen per cent. advertised because they wanted to patronize their local paper, believing that a paper was a good thing for their city or village. Only 10 per cent of the merchants of North Dakota were doing any constructive advertising four years ago.

Then I started on the other hand to find out what the mail order houses were doing and I found that in 1918 seventy-two solid carloads of catalogs came into our state, shipped by freight according to the zone system. Then I went farther than that and found that in the entire nation the mail order people had spent $75,000,000 in advertis-




This Sydney, C.B. firm advertises consistently and persistently one seasonable idea at a time to keep trade in home town.

ing in 1918 and I allotted $3,000,000 as having been spent on advertising in North Dakota and then I compared that with what possibly might have been spent by the 10 per cent of the merchants who were advertising in North Dakota

four years ago. I knew at once why the merchants were losing the business and the great mail order houses were getting it and I started a campaign.

I went to the jobbers and manufacturers in our district, placed the situation before them and showed them the enormous amount of business that they were losing. I first insisted that we must have a price that could meet any competition. I took the ground, and still do take the ground, that the retailer is the distributing agent for the jobber, manufacturer and wholesaler, and that unless they assist the retailer to become more efficient in order to meet all competition, eventually he will go down and out and the jobber and manufacturer will have to establish their own stores to sell their wares and merchandise to the great mail order houses and the chain stores that are sweeping the country.

They saw the point and after a month or two of consultation they gave me authority to inform all the members of our association (we now have over one thousand), and I went outside of that and wrote a personal letter to every merchant in the state of North Dakota, telling him that the jobber and manufacturer had promised to furnish him merchandise at a price at which he could meet all mail order competition, when the retailer found need of such cheap goods. But I warned them not to abuse the privilege and they haven't. They sell their best goods whenever possible.

That was over three years ago and up to the present time I have never had a complaint that the jobber or manufacturer would not assist the retailer in our territory in meeting the mail order competition.

Then I went to our men and said, "Now you have the price, get busy on the advertising end and use the same methods that we use in our Devil's Lake store, the same that will keep the majority of this business at home.

I found that it was very difficult for the small dealer to advertise. I visited that winter thousands of merchants in their stores, talked the problem over with them and I found that it is a very difficult task for them to advertise, as they know nothing about it. It seems so strange to me that in all these years of merchandising no one, until just recently has come to the smaller retailer with some advertising plan to assist him in the sale of merchandise.

FURNITURE DEALER'S ADVERTISING CALENDAR

**JANUARY**

Clearance Sales
Buyer at Market Copy
Xmas Gift-Money Purchases
Midwinter Home Comforts
Furniture Aids to Milady Hostess

**FEBRUARY**

New Goods Copy
Period Furniture Display
Easy Chair Month
Valentine Day

**MARCH**

New Baby Month
Nursery Furniture
Advance Spring Goods
St. Patrick's Day
Refrigerators

**APRIL**

House-cleaning Month
Labor-saving Devices
Cabinet and Sweeper Ads
Cedar Chest Month
Decorated Furniture
Movers

**MAY**

Porch Furniture Month
Cottage Pieces
Wicker Goods
Go-Carts
Lawn Furniture
Bedroom Pieces

**JUNE**

Wedding Month
Pieces for Wedding Gifts
Newlyweds Copy
Home Outfits
Graduation Gifts

**JULY**

Clearance Sales
Buyer at Market Copy
Dominion Day Furniture Display
Mid-Summer Specials

**AUGUST**

Hot Weather Furniture
Phonograph Month
Advance Showing Fall Goods

**SEPTEMBER**

Fall Goods
Labor-Saving Devices
Stove and Rug Month
Dining Room Furniture

**OCTOBER**

Decorated Furniture
Den Pieces
Lamps
Movers

**NOVEMBER**

Thanksgiving Furniture
Early Xmas Shopping
Winter Pieces for Home
Overstuffed Furniture

**DECEMBER**

Xmas Copy
Give Furniture this Xmas Slogan
Lists of Gift Pieces for Every Me

Lists of Inexpensive Gifts
Lists of Practical Gifts


**DAINTY CURTAINS AND DRAPERIES AT LOW PRICES**

Draperies are an important detail in homefurnishings. They put the finishing touch, without which a home, no matter how rich in furniture, is a bare place indeed.

Fancy border scrim, ecru, a yard.....17c.
Scrim, Double border, tape edge, a yard..22c., 31c.
Voile Scrim, with double border, hemstitched, tape tape, white, cream or ecru, a yard.....40c.
Marquisette, with fancy double border, and hemstitched tape edge, white and cream, a yard.....45c.
Curtains by the pair, ready to hang, Marquisette with neat lace edgeing, a pair.....$3.15
Curtains, by the pair, scrim, with insertion and lace edge, a pair.....$4.28
Fancy Madras, in white and ecru, a yard 63c, 72c, 81c.
Cretanne in varied light and dark shades in several pretty designs, a yard.....31c, 58c, 63c.
Marquisette, dainty colors, a pard.....68c.
Silkolene, pink blue and yellow, a yard..31c and 51c.

**WRIGHT'S LIMITED**

This Sydney firm also believes it is well to tell the public the price when advertising their lines.


## SHORT HINTS ON ADVERTISING

Use plenty of descriptive matter. It arouses interest in the goods you desire to sell.

Don't try to crowd too much into the space at your disposal. A crowded ad. doesn't appeal to the eye.

Don't be too long-winded in your introduction, say something that will catch the eye and arouse interest, but make it short and to the point.

Better to deal with a few lines and do it so as to induce sales than to mention many in a way that will not bring results.

Quote prices in your ads., even if they are regular prices. The price is something the customer must know before buying.

The merchant who stops pushing because times are dull will be the one who will not wake up when times begin to get better.

## ADVERTISING IS A LOCOMOTIVE

William Wrigley, Jr., relates the *Florida Times-Union*, says he is spending $10,000 a day, over three and one-half million dollars a year, for advertising his popular brand of chewing gum. To a friend who remonstrated, saying his product being so well and widely known did not need such enormous outlay of money for further advertising. Mr. Wrigley said what should be impressed on the mind of every advertiser. He said: "My friend, we're riding on a train. What would happen to this car if the locomotive were disconnected and went on ahead? Well, that's what would happen to my business if I stopped advertising."

# NATURE AS A MODEL WINDOW DRESSER

**Making the trim artistic — Dresser should have esthetic taste—See how Nature does work in care-free manner---Flowers and their aid to window dressers---Plan your display beforehand.**

By H. N. STOVIN, Assiniboia, Sask.

PRIMARILY the man behind the display work should have highly developed esthetic tastes. If he has not already got these he should acquire them.

It seems to me that it is not conclusive to tell a person how displays should be made—arrangement, design, color scheme, etc. The teacher might even have the student reproduce under supervision, and yet when the student comes to rely on his own resources he may be entirely lost.

Therefore, the development of the esthetic taste, or sense, becomes highly important. When the student has succeeded in this he will have surmounted the difficulty of choice of colors to make harmonious designs.

In her work Nature seems to have used a certain care-free manner. Frequently we get a view of a peaceful lake set in between majestic hills, the moonlight shimmering on the tranquil surface; and for a frame there are two or more tall, stately trees. Are these trees alike in form, height, branchings, etc? No; yet do they not make a very attractive frame for such a picture?

Too many of us in making a display place a table in the centre of the window, a chair on one side and a similar chair on the other side, a mirror on the wall, and a chair on each side of it, being very careful all the time that each chair is alike and placed exactly on the "angle of reflection." The window builds up, usually overcrowded, and the individual viewing the display has so much to look at that he seldom has time to concentrate on any one article, and thus a great deal of the advertising value is lost.

Such a window may be neat, but it isn't compelling.

### Nature the Best Aid to Window Displays

Did you ever see an old rustic garden-seat made from unbarked boughs, with moss on its legs and a vine intertwining in and out between the rails of the back? Suppose then, leaving the aforementioned window in much the same general design, we add a touch of nature to it. What could be nicer than a small bouquet

## *Improve Your Interior Displays During The Cold Weather*

THE advent of real cold weather should be a cue to the dealer to spruce up his interior displayas. An opportunity of increased customer interest and more business is present if the dealer will only take advantage of it. You do not have to search far for the reason. It is obvious. With the mercury flirting with the zero mark there is no denying the fact that when people enter a nice comfortable store they are inclined to linger. You don't want to pester them by direct suggestions but you can secure their interest in many lines by displaying them to advantage.

Extra attention to interior display at this time will certainly be found well worth while. Make it a point to see that the selling power of your interior displays and store fixtures are increased. Make investment in needed fixtures if necessary. Use more show cards to interest customers in goods on display.

Two years ago a dealer arranged an extra large display at one side just inside the entrance to his store. It started well out and sloped gradually upward until the wall was reached. It placed a big range of lines within sight and reach of all those leaving the store and he reported that many people who stopped at the door to muffle up or draw on gloves before they went out into the cold saw articles in which they became interested and which they stopped to purchase.

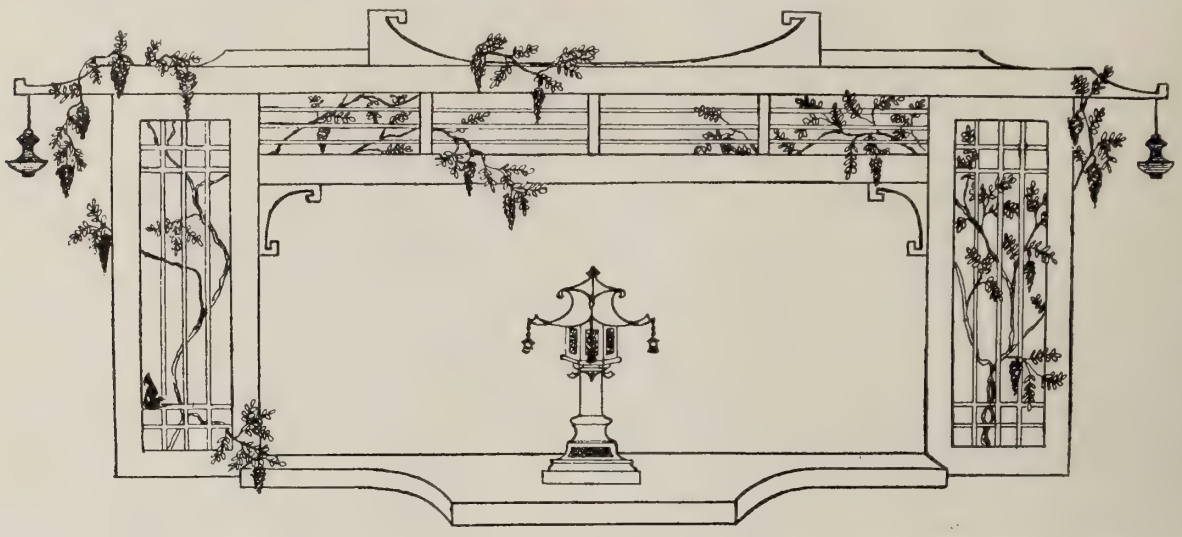
Just in this connection do not forget the value of advertising at this time. Stormy weather will prevent many people from shopping as they usually do, so that your advertising suggesting appropriate lines is bound to get more than ordinary interest. The use of the phone for ordering goods can be played up in this connection with your deliveries, but even if you do not the value of advertising is present just the same. People do not shop around as much during cold or stormy weather. They decide on a certain shop and go there. Make an appeal by your advertising that will cause them to decide to patronize your store.

of red and pink carnations amidst the display of period furniture, not forgetting Nature's careless abondon?

And suppose the flowers used are not cut-flowers, but merely attractive and yet moderately priced paper carnations. If you reside where the maples grow, don't fail, when autumn comes, to make use of the entrancing foliage with its wealth of color.

I am not opposed to conventional designs, however. There is nothing that will make a nicer background than a beautiful conventional design; something plain and almost severe will best display the goods.

Here is a suggestion: Take some Hoekoe rope of several colors and tie the ends to make a continuous string of alternating colors. Next lightly tack nails at approximately two-foot intervals at the top of the sides and background of the window; then tie one end of the rope to the first nail on the side, and carry it over to the next nail, allowing the rope to sag between the fastenings—and so on until the end is reached, when a turn back should be made and the second line of rope strung along the nails. Hanging from each nail rosettes, made of the various colored ropes, should drop, streamer or tassell fashion. This arrangement is pleasing to the eye without distracting attention from the goods on display. It serves merely as what might be termed a border.



The use of an Oriental background permits of the use of flowers as suggested by Mr. Stovin to enhance the furniture display and double the worth of the window picture.

### Plan Before Starting Your Display

There are a few—perhaps none—of us who are original in the true sense of the word. We associate our ideas and turn them out in combinations which are so changed in appearance that they pass for originality, whereas in reality we have merely given old forms new dress.

In almost any public library books on art may be found. In these are illustrations of various forms of Egyptian, Syrian, Grecian and Roman design. You will have no desire to copy outright, but in your mind's eye you will find yourself associating a number of ideas in the working out of new arrangements. Make drawings on paper and criticize them. In this manner try to get at basic facts.

And as a result of it all your store will just naturally brighten up, for you will find the lack of tidiness unbearable.

### PRIZES FOR WINDOW DISPLAYS

During the coming months the retail trade hould give special attention to window displays. hese should be made as attractive and enticing as ossible, to win as many buyers as possible. We ant photographs of these windows.

WE THEREFORE OFFER

15.00 *for the Best Window Display of Furniture*
10.00 *for the Best Second Choice*
5.00 *for the Best Third Choice*
2.00 *for Every Photograph Accepted*

Do not mount photos. Send them well protected against breakage in mails.

Competition Closes on February 28th, 1922

CANADIAN FURNITURE WORLD

1 Wellington West TORONTO

### SELLING TO WINDOW SHOPPERS.

Not all sales are made after the customers enter the store. Often the desire to possess the article and sometimes the decision to purchase are formed when persons are "window shopping." In practically every town—be it large or small—many persons spend a portion of their lunch period in strolling about through the business section. Why not make up a map of an interesting portion of your town—say a course covering a mile or so—with your store as the principal point of interest? You could have a cut made from this and cards printed. These cards you could distribute or send out through the mail. This map is made graphic by means of lines showing the route or streets to be travelled and arrows indicating the directions to be taken. The principal points to look at are designated on the diagram, and, of course, your store is featured as the most attractive of these. This map should be entitled, "The Route for a Good Noon Walk." Because of its novelty it is very likely to be preserved.

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If you find yourself getting into a rut, wake up quick before it makes you a victim. Keep this thought in mind—more men rust out from activity.

# GETTING OUR SCHOOLS INTO BETTER HOMES MOVEMENT

Training the young in Home Furnishing so as to make "Better Homes mean Greater Happiness."

THE children of today are the home makers of the future. Thus far, the movement for better homes has confined itself to educating the adults, but the campaign of education must start with the young in the schools to achieve the largest possible success. Thus says an exchange dealing with the "Better Homes Movement" in the United States, which is modelled on our Canadian "Better Homes means Greater Happiness" campaign.

The home is the chief source of outlay in modern life, yet it seems to be assumed that home-making in its varied phases is instinctive and therefore need not be learned. Such is far from the truth, if we define home in the larger and more modern sense. We are slowly realizing that there is an increasing need of sound preparation for home-making, so that succeeding generations may find a fuller and richer life possible. May it not be that the disintegration of the home which we occasionally read about may be absolutely prevented by making the home the most attractive place possible for its inmates? At all events, there is no gainsaying the fact that the problem of home-making is one that confronts every boy and girl in our country.

The largest ideal in education thus far expressed is found in the expression, "fitting for life." Life is a larger thing than the job, where usually no more than eight hours are spent daily. It certainly involves a consideration of the home, in which we are all profoundly and rightly interested. The homes of our children should probably exert stronger influences upon their lives than our own have done upon us; just as the modern home is filled with all the labor-saving devices in contrast with the homes of a generation ago, when woman's work was never done.

No woman possesses the ability to make a real modern home unless she has given some thought or study to the matter. The many angles to the problem of properly furnishing an artistic and livable home make some careful consideration necessary to achieve the most desirable results. Comfortable rooms are dependent upon other things besides bare furniture; a certain understanding of the elementary principles of art, as it pertains to making a home more attractive is essential, and these simple ideas can easily be acquired in a course on "Home Furnishing" in our schools.

Color is probably the most important factor in the matter of home furnishing. Interior decoration merely applies the same principles of the painter, employing different materials under varied conditions, to produce a similar result. Thus is an atmosphere created in a home which makes a larger and richer life possible. Practical experience with actual materials is essential to a sound knowledge of color possibilities; the picture must be real and not imaginary.

An analysis of the actual problem of home furnishing, in its detail, is necessary to make the most effective results possible. Such questions as lighting, color combinations, and the like must be tried out or experimented with to choose the most desirable elements for the home picture. Draperies involve a consideration of such factors as texture, pattern, surface, manner of hanging; while the effect



A Rosedale (Toronto) home which has this winter sunroom which being well furnished makes it the principal livingroom in the house for the cold months of the year—"Better Furnished Homes Make Greater Happiness."

of the ensemble under artificial light requires careful attention.

Color harmony is based upon fundamental principles of color combination which may be learned by all. Local furniture dealers, we believe, would be glad to co-operate to some extent in any attempt our schools make to put "Home Furnishing" into our school curriculum. There is no insurmountable barrier in the expense that would be involved in carrying on soundly practical home furnishing courses in our public schools; for it seems to us that traveling exhibits would increrase in number after the demand was made apparent, and endowments from public-spirited citizens, art societies, anada athe furniture industry of the natioin would shortly be forthcoming.

The furniture industry is committed to the "Better Homes Movement," and we can conceive of no larger avenue of opportunity for the local as well as the national association to further that movement than by making immediate plans to include in its proposed campaign of national publicity a strong plea for "Home Furnishing" courses n our public schools, followed up by the co-operation of the local dealers with school boards in a sound attempt to introduce such courses without undue delay.

With the "Better Homes Movement" and the addition of courses in "Home Furnishing" in our public schools will round out a movement that is practically assured of placing the furniture and home furnishing industry on such a high plane as is possible to but few of man's commercial activities.

## HELPING THE BETTER HOMES MOVEMENT

A short time ago we had something to say on the work one womana had done to build up a "better home" furnishings department in one of our larger Canadian department stores. This lady is now in the West, and for a couple of years has conducted classes in applied art at the Summer School of the University of Alberta at Edmonton. Here Miss Shepherd has found men as interested in good decorating and good furnishing as women. The Hudson Bay Co. have assisted her classes by loaning articles to help out her work.

## WHAT HAPPENED TO FURNITURE PRICES

Under the above heading, Ralph F. Windoes, editor of *The Furniture Manufacturer and Artisan*, gives in pamphlet form the facts concerning the rise and fall of furniture prices from 1913 to October last, and in doing so gives the prices of various other commodities, showing how the basic figures as used by the U.S. Department of Labor are incorrect. Correspondence between the author and the Department is published, and charts showing the actual rise and fall of furniture prices are given. It is a conclusive argument thata furniture prices were not unduly enhanced and did not remain at the peak longer than did other commodities.

### NO NATION CAN RAISE ABOVE THE LEVEL OF ITS HOME LIFE

Raise the standard of living in the home and the standard of the nation rises with it. There are no people in the world who are in a better positioin to afford and to appreciate the best and truest things in life than we in Canada.

Make the home a place of cheerfulness, refinement and heartiness. Make it breathe warmth and heartiness. Make it truly hospitable, solidly comfortable—a home that inspires interest in all that is good and worth while in life—and it will mould character and develop true pride in family and in race.

How McKillop & McIntvre, Brampton, Ont., boost in their advertising "Better Homes Mean Greater Happiness."

## MAKING WALL PAPER SELLING A PLEASURE

A LOS ANGELES store which handles wall paper has hit on a plan that makes the store a pleasant place to buy wall paper, and the store makes profitable sales in quick time. Along the wall of the paper department there are settees for the comfort of patrons. In addition there are many metal panels, devised by the firm, on which the various patterns of paper are mounted for their convenience. In one section the dining room patterns are assembled, in another the breakfast room and so on.

Looking at the mounted swatches the customer selects one that she thinks will suit her purpose and the salesman merely lifts up the metal flap and there behind it is the roll of paper in which she is interested. He quickly shows her the piece without the necessity of unrolling a number or turning through a large book. On the back of the flap are labels bearing the prices, the location and the quantity of paper in stock.

Some of the swatches bear colored labels as a guide for the salesmen. Green stickers mean that there are less than a dozen rolls in stock; a red sticker means that there are fifty or less in stock. Back of each swatch are two duplicate rolls so that the same pattern may be working for two different customers, if necessary.

After a selection is made it is easy to determine the location of the stock and fill the order, as the label behind the metal flap gives all necessary information.

## GETTING FARMERS' TRADE THROUGH MAILS

BUILD up an order trade among farmers on rural routes. An American dealer printed some order blank post cards with his adress on one side and inserted in a space at the left of address was a list of special items with prices quoted.

The other side read:

"Just Fire Me Back." Please send me C.O.D. the following merchandise:"

Spaces were left for writing in items. This scheme with a slight variation has also been tried by F. F. Morris of Bowmanville, Ont., and he reports it the best advertising stunt he has put on.

Mr. Morris' plan is to send out post cards telling of some particular furniture line or item. These cards are addressed to farmers in some electoral district. The following Saturday and for several Saturdays thereafter furniture sales from the district canvassed are noticeably increased.

## A WINDOW DRESSING SECRET.

Here is a hint worth remembering: Always try to have the background of your windows display as light in color as possible. The reason for this is that a dark background makes a mirror out of your window. Thus street scenes are reflected on your window glass and your display is lost to view.

# 1922 EXHIBITIONS TO BE GREATEST EVER

**The three exhibition centres, Stratford, Kitchener, Toronto, vieing to outdo themselves — Healthy rivalry to put on Canada's Greatest Furniture Exhibition—where the displays are located.**

WHAT is expected to be the greatest showing of furniture ever assembled in Canada will be displayed this month in the exhibition halls of Stratford, Kitchener and Toronto.

The dates set, January 9 to 21, should see two weeks crowded with good furniture things, and if the dealers turn out in such numbers as the exhibitions deserve, then we will see the largest and best gathering of furniture and the largest gathering of furniture retailers that Canada has ever known.

### Stratford Will Have Its Biggest Display

At Stratford the factories are busily engaged in putting the exhibits into shape, and besides getting ready space for out-of-town concerns that intend showing at Stratford.

The following local factories will make displays in their own showrooms—McLagan Furniture Co.; McLagan Phonograph Corporation; Stratford Chair Co.; Kindel Bed Co.; Globe-Wernicke Co.; Imperial Rattan Co., and Farquharson-Gifford Co.

Besides these the Stratford Bed Co. and Stratford Mfg. Co. will display in the Kindel Bed Co's showrooms; the Meaford Mfg. Co. will exhibit in the Stratford Chair Co's showrooms, and the Gibbard Furniture Co. of Napanee will make a showing with the Farquharson-Gifford exhibit.

The Edison Canadian Appliance Co., Ltd., will also show their goods in their factory showrooms.

### Kitchener-Waterloo to Outdo Previous Efforts

The Waterloo County Furniture Manumfacturers are planning an exhibition on a larger scale than ever before, and, judging by the list of exhibitors they have succeeded in beating all their previous records. So great is the number of exhibitors that this year difficulty was experienced in comfortably housing all who wished to show. But that impressario, Pat Scully, after a few sleepless nights arranged the displays in splendid style, with this tentative layout:

At the De Luxe factory, on Gaukel street—Art Furniture Co., Beaver Furniture Co., De Luxe Uuholstering Co., Geo. H. Hees & Son, Toronto; Sturgis Baby Carriage Co., Toronto.

Malcolm & Hill factory—W. J. Armstrong Co., Guelph; F. E. Coombe Furniture Co., Kincardine; Andrew Malcolm Furniture Co., Kincardine; Malcolm & Hill Furniture Co.

In the Y.M.C.A. building—Beach Furniture Co., Crown Furniture Co., Preston; Fischmann Spring Co.; J. Kreiner & Co.; J. C. Mundell & Co., Elora; Schierholtz Furniture Co., New Hambourg; Specialty Upholstering Co.

Queen Street Auditorium—G. H. Hachborn & Co.; G. J. Lippert Table Co.; Lippert Furniture Co.;

At the Jacques Furniture Co. factory—Strathroy Furniture Co., and the Jacques Furniture Co.

The H. Krug Furniture Co. will show in its own factory showroom as also will the Gem Crib & Cradle Co. in their plant on King street, east.

The Wunder Furniture Co's exhibit will be displayed in their down-town showrooms at 36 Krug street, west.

### Over in Waterloo

In Snyder Bros factory showrooms besides the Snyder Bros. Upholstering Co's display of livingroom and den suites and pieces and office and library furniture, the Bell Furniture Co. of Southampton will make an exhibit.

At the E. O. Weber, Ltd., factory a number of concerns

# VISIT THE EXHIBITIONS THIS MONTH

AT the beginning of the year, when furniture dealers are making their calculations and surveying the needs of their communities, is a very good time to look into the new styles of furniture and home furnishings. The best way of doing this is to visit the various furniture exhibitions which are being held in Stratford, Kitchener and Toronto. These furniture exhibitions are a fruitful source of information, and this year it is expected that the various exhibits will be the greatest and best that have been shown in Canada up to now.

Practically every manufacturer of furniture in Canada will display his latest productions at one or other of these three big furniture exhibition centres. As the exhibition dates—January 9 to 21—are the same in all three centres, furniture retailers cannot do better than spend a week away from home visiting these three cities. A couple of days spent at each exhibition will instil into the minds of dealers an accurate idea of what they may expect to sell on their floors during the current year. The visit, too, with help in the dissemination of useful and remunerative sales ideas, through dealers getting together and telling of their trade experiences of the past year.

And while you are away on this business-hunting expedition don't forget the salesman looking after your business at home. Give him also a chance to visit the big shows. When you get back send him off to the exhibtions. It will be a wise investment which he will repay with interest in added sales in your store throughout the year. The visit will do both of you good—in health, wealth and happiness.

Remember the dates—January 9 to 21; at Stratford, Kitchener and Toronto.

will show. Among these will be, besides E. O. Weber Furniture Co., Ltd., the Gendron Mfg. Co., Toronto; Chesley Furniture Co.; Elmira Furniture Co.; H. E. Furniture Co.; Krug Bros. of Chesley; Orillia Furniture Co., and Reitzel Bros.

The Waterloo Bedding Co. besides their own exhibit will also house the displays of the Simmons Bed Co. and the Wiarton Furniture Co.

Woeller, Bolduc & Co. will show in their Herbert street warerooms.

At the Toronto Arena

The Toronto exhibition will be held in the new Arena building at the Canadian National Exhibition grounds. This new building, one of the finest of its kind for such purposes on the continent, will be given over to furniture displays exclusively during the fortnight the exhibitioin lasts. The building is heated and special street car service will be maintained right up to the doors of the Arena.

The list of exhibitors as compiled up to the time of going to press is: Beach Furniture Co., Ltd., Cornwall; Canadian Feather & Mattress Co., Ltd., Toronto; Canadian Feather & Comforter Co., Toronto; Gibbard Furniture Co. of Napanee, Ltd., Napanee; Gold Medal Furniture Co., Ltd., Toronto; Kilgour Davenport Co., Toronto; Lucknow Table Co., Lucknow; Lea-Trimble Mfg. Co., Toronto; LePage Communion Cup Co., Toronto; Malcolm & Souter Furniture Co., Ltd., Hamilton; Marshall Ventilated Mattress Co., Ltd., Toronto; North Americana Furniture Co., Ltd., Owen Sound; North American Bent Chair Co., Ltd., Owen Sound; Owen Sound Chair Co., Ltd., Owen Sound; Reliable Mattress Co., Toronto; Toronto Specialty Mfg. Co., Toronto; Andrew Gray Co., Ltd., Owen Sound; Sidway Mercantile Co., Toronto; Carriage Factories Ltd., Orillia; Geo. R. Gregg & Co., Toronto; Lloyd Mfg. Co., Orillia; Dominion Brass Bed Co., Ltd., Montreal; Arrow Bedding Co., Toronto; De Luxe Upholstering Co., Ltd., Kitchener; Canadaa Mesereau Bed Co., Ltd., Hespeler; Hespeler Furniture Co., Ltd., Hespeler; Montreal Upholstering Co., Montreal; Morlock Bros., Ltd., Hanover; Knechtel Kitchen Cabinet Co., Ltd., Hanover; Toronto Bedding Co., Toronto; McClary Mfg. Co. Ltd., London; Renfrew Refrigerator Co., Renfrew; J. B. Watson Furniture Co., Ltd., Kincardine; Peppler Bros., Ltd., Hanover.



No. 1401 Arm Chair from the line of fine furniture being shown in Kitchener this January by W. J. Armstrong Limited of Guelph.

## CANADA FURNITURE MANUFACTURERS TO SHOW IN OWN SHOWROOMS

We inadvertently omitted the fact in last month's issue that the Canada Furniture Manufacturers, Ltd., will hold their January exhibition in their permanent showrooms at 136 King street, east, Toronto, where the latest productions from that company's factories at Woodstock, Walkerton, Wingham, Waterloo, Kitchener and Seaforth will be shown. These new goods will show the trend of furniture for the year 1922.

## LUCKNOW TABLE CO. TO SHOW NEW DESIGNS

Among the new furniture designs which The Lucknow Table Co. will show at this month's furniture exhibition at Toronto are dining tables in Queen Anne and Adam Brothers periods in quartered and plain oak and in red gum finished in walnut. Besides, they will also show some new design library tables in quartered and plain oak; and a bedroom table in red gum finished in walnut.

## SELLS NEARLY 2,000 WASHERS

An American dealer writing to his local paper tells how he sold nearly 2,000 electric washing machines in a year. That the experience may be valuable to Canadian dealers we give the article herewith: "We handle," says this dealer, "a well-known make of electric washers manufactured in both copper and galvanized tubs, for which we make a differential of $15. The copper machine sells for $180 and the galvanized for $165 on the installment basis, or 5 per cent. dicount for cash. It has been our policy during the past year to as nearly as possible make the payments cover a period of twelve months, for which we do not charge any interest. However, if after twelve months these installments are not paid up we mak an interest charge."

"We use a great deal of newspaper space and find that it usually brings us good results. As regards the first payments that customers make we usually make it for a very normal amount so as to make it easy to get the machine into the home, and in many instances we offer a free demonstration at the home before the customer is placed under any obligations to buy.

"We employ a woman demonstrator, who is at all times ready to serve any of our customers in any of their difficulties that may come up in connection with their washing and ironing machines. This demonstrator is always sent out with a new washing machine so that the customer is properly shown how to operate the washer without difficulty, which, we believe, is essential in order that the user may become familiar with the care of the machine.

"We also employ in connection with this department a service man, who is at all times at the demand of the washing machine users of our city. This service, however is only free during the first year.

"At the present time we have approximately 1900 washers in use in the city, which, as a rule, keeps our service man quite busy every Monday morning. A great deal of other repair work is done by him and we feel that the expense connected with this service is money well invested from an advertising standpoint, as we feel that a machine that is well sold and kept in good running order by our service department will sell many others for us."

D. O. McKINNON
GENERAL MANAGER

W. B. HART
ADVERTISING MANAGER

# Canadian FURNITURE WORLD AND THE UNDERTAKER

JAMES O'HAGAN
EDITOR

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A LITTLE MORE SYSTEM NOW

This is a good time of the year for the dealer to give consideration to the installation of more system features in his store that will give him a better grasp of affairs and enable him to reap a greater profit out of his efforts.

Admittedly during the Xmas. season one is not inclined to give much thought to the inauguration of anything new in the line of system that necessarily requires some time and attention on the start in order that it may be properly launched. Holidays over and the coming of New Year, the dealer will find more time to give to such important problems.

There are probably some features of your bookkeeping or store procedure that you have seen weak spots in recently. Why continue to burden yourself with methods that might be improved? It may mean a little more work now but will probably save you a great deal of time in the course of a year

* * *

THE CHANGE IN DEMAND

Change of season brings with it a change in the character of goods in demand. This is just as trle of furniture as it is of wearing apparel. Just as soon as the temperature begins to go downward the public appetite undergoes a change. There is a craving on the part of the public for the so-called cold weather lines.

This is very evident in the changed variety of goods in demand but can be still further stimulated by intelligent suggestion on the part of the dealer. If he would make the most of his opportunities he will anticipate the new requirements of his patrons and suggest appropriate lines to them even before the weather itself does.

Now is a time when window displays can be used to excellent advantage. The public are open to suggestion and the window offers a good means of offering appropriate suggestions to them.

* * *

BRANCHES VERSUS ONE BIG STORE

A question which a good many dealers ask themselves when they have attained a certain degree of success in their initial store is, "Which is the best line of development for me to follow—to open up branches or build one big store?"

There is much to be said on either side and there are outstanding examples to prove the truth of both lines of argument. Branch stores allow customers to be appealed to over a wide range. The one big central store has the advantage of a saving in overhead expenses for business done, while being all under one roof the proprietor can better keep in touch with his entire business.

A writer in this paper recently took the side of the one big store and gave an actual example of an establishment in a large city that after trying out the branch idea consolidated its various stores into one large establishment to better advantage. In opposition to this is the examples of dealers who have followed the branch lines of development with considerable success. However, we do not hear so much of the many dealers who attempt the branch plan and get swamped in the attempt. Their big trouble is the difficulty of controlling and properly managing their branches after having been used to looking after one store only. Here, however, lack of system or business ability, may be the drawback in many instances.

It is probable that the average small dealer of today will find gradual development of one store better than endeavoring to branch out too much.

* * *

DON'T FORGET THE INVENTORY

All dealers should now begin to give thought to the matter of their inventory—of taking stock and making out a financial statement for the year. There is real need of every business man making a practice of making out an annual statement of this kind regularly. In addition to the satisfaction and value to himself, the making out of an income tax return each year gives an added reason for giving attention to this matter.

The old days when the dealer could afford to neglect the matter of an annual inventory have passed. Profits are too small and competition too keen to leave the question of whether sufficient progress is being made or not to guess work. The dealer of to-day must know for a certainty whether he is going ahead and to what extent and the only way to accurately gauge this is to get all the particulars as to his resources and liabilities before him at least once a year.

Around the turn of the year is an excellent time for this work. Trade slackens temporarily sufficient to allow this work to be done. Elsewhere in this issue will be found articles offering suggestions for conducting this work to advantage.

* * *

STOCK AT COST AND RETAIL

A good many dealers make a practice of taking stock both at cost and retail. Stock sheets generally have a space for both these. There is an undoubted advantage in having both the cost figures and the selling figures for your stock. They give an excellent gauge

as to the gross profits both in regard to the whole stock or any particular line.

For instance, if you found the total cost price of your stock was $3,000 and the selling price at the figures you have set was $4,000, that would mean a gross profit of $1,000 on sales of $4,000, or 25 percent. On the other hand, if the stock cost $3,200 and the total selling price was represented as $4,000 that would mean that your gross profits on your stock only ran 20 percent.

You might find that the cost of your furniture and kindred lines ran $800 and the computed selling price totalled $1,000. That would mean a gross profit of 20 percent. If the cost was $900 and the selling price $1,000, the profit would figure out at 10 per cent. and this would indicate to you that you were not getting sufficient profit on your sales. The lines that were pulling the average profits down could be located and the selling prices on them could be readjusted.

It is an easy matter to put down the selling figures at the same time as the cost prices.

* * *

NEXT YEAR'S CALENDARS

A large percentage of dealers make use of calendars for advertising purposes and a good many plan early in the year just what they are going to do in this connection for the next season. It is a desirable time, as your experiences with the past year's calendars are fresh in your mind and some improvement in the type of calendar sent out or the method of distribution may have suggested itself to you.

A dealer whom the writer talked with recently said that during the past few years he not only gets out an ordinary calendar for customers, but a larger one for placing in stores and public places. It is a large and attractive one and other dealers and public institutions are glad to make use of it. He believes that he receives a good deal of valuable publicity.

Another dealer who does not issue a yearly calendar at Christmas time follows the plan of issuing monthly calendars. These are smaller than the usual ones, but are dainty and are frequently put in a prominent position that would not be given to a large one. Twelve different messages are in this way presented during the year, instead of one.

## ANALYSING EXPENSES

The shrewd merchant keeps his cost record book, and checks over his eleven major expense items as follows:

1. Rent.
2. Light, heat, power and telephone.
3. Salaries of owner and help.
4. Delivery cost.
5. Interest on capital.
6. Insurance, taxes, donations, dues.
7. Bad debts and collection expenses.
8. Advertising.
9. epreciation of equipment and stock, repairs and renewals.
10. Merchandising expense, such as breakage and spoilage, returned goods, reductions and markdowns.
11. Miscellaneous supplies for the store and office.—*Credit Men's Journal.*

# Start 1922 Off With An Inventory

ONE of the best times for the taking of an inventory and the making out of a financial statement is at the beginning of the year. It is a time when a slight lull in business allows an opportunity for the work. Besides, income tax returns are supposed to be for the calendar year.

Remember that taking stock is only the first part of the work. You should make a complete statement of your resources and liabilities, showing the exact net worth of your business. Then, when you make out your statement on a similar basis a year hence it will be a true reflection of your actual profits or income during the year.

The following sample summary will give the druggist an idea of how to go about the work of making out such a statement

Resources

| | |
|---|---|
| Amount of stock | $2470 |
| Accounts on books | 1235 |
| Fixtures and equipment | 675 |
| Cash in bank | 585 |
| Cash on hand | 90 |
| Bills receivable | 370 |
| | $5425 |

Liabilities

| | |
|---|---|
| Amount due on stock | $1365 |
| Drafts and cheques signed | 345 |
| Other obligations | 90 |
| Resources over liabilities | 3625 |
| | $5425 |

| | |
|---|---|
| Resources over liabilities—this year | $3625 |
| Resources over liabilities—year ago | 2500 |
| Net profit for year | $1125 |

## THE NAME IN THE ENVELOPE

Select the name of the tenth customer who comes into your store on Monday morning, write his or her name on a sheet of paper, insert the paper in a thick envelope and mount the envelope in centre of a large piece of cardboard on which is lettered the following sign:

> This envelope contains the name of a resident of our city. It also contains the name of one day of the week. If the party whose name is written on the inside of this envelope makes a purchase at our store on the day of the week identical with that written on the inside of this envelope, we shall gladly make him or her a present of five dollars.

If you should adopt this plan it would be well to continue it for several weeks for its advertising effects are cumulative. After three or four weeks have passed your weekly present will have built up a lot of conversational publicity in your neighborhood.

The Artrola Co., makers of gramophones at Montreal, has been registered.

# A REAL NEED FOR TAKING INVENTORY

**Furniture dealers cannot afford to neglect taking and making out financial statement once a year**

THERE never was a time when there was a greater need in the grocery business of those engaged therein making a practice of taking stock and making out a financial statement regularly each year than at the present time. The business is not the same as it was years ago when any shipshod methods would do. The man who would stay in business today must operate on a positive knowledge that he is headed in the right direction and that the progress he is making is satisfactory.

Figures Are Needed For Income Tax Returns.

A new need for an accurate tab on business has arisen since the income tax came into operation. In order to make satisfactory returns to the Department the dealer must have a proper statement showing just how much money he has made. The best kind of a statement is the kind that shows actual net worth at the begining and end of each year. The difference gives an exact gauge of the profit that has been made and the amount that the dealer will be taxed on. Experience has demonstrated that where the dealer is not able to give a correct statement showing his income that he certainly has not benefitted by the fact—that the collection made by the Department has been larger than it otherwise would have been if the dealer was able to submit a statement showing exactly how much he made during the period.

Know Your Standing For Own Satisfaction.

This is only one of the reasons why the dealer should take stock and make out a financial statement regularly—in short, why he should use modern business methods in the conduct of his business. As pointed out by a speaker at a recent meeting of merchants, one of the reasons why you should know all you can learn about your business is for your own satisfaction. You would very much like to satisfy yourself. To render service to the people of your community cheerfully, faithfully and efficiently, is some satisfaction. All the time you are looking at the unselfish view, this thought is still running through your mind, "I wonder whether or not I am making money; I wonder if I am getting anything for it; I wonder if, at the beginning of another year, when the inventory is taken, I am going to find out that I am no better off than I was last year? I wonder if, at the end of twenty years of hard work, I am going to have enough to take care of myself and family, as a result of this effort I am now putting forth?" So, for your satisfaction, you are compelled to adopt modern business.

Manufacturer is Interested

There is another fellow who is decidedly interested in what you know about your business, stated this speaker and that fellow is the manufacturer or the jobber, as we may call him. "I had the extreme pleasure of sitting here today and hearing the representative of the manufacturers talk to you. He talked to you as a brother of mine might have talked to me if I had one. He didn't say, 'You fellows have to do this and that, but he said, 'Fellows, we are interested in you. We think it is a pretty fair proposition for you fellows to 'tote fair. We would like to give you certain things: accomodation, credit, and assistance,, and we think that is only a proposition of 'toting fair' for you to give us a reliable statement of what you have, how much you owe, and how much you are progressing in business. We would like to know whether you are going forward or whether you are going backward. We are with you all the time, but we have some creditors and some obligations. We have to protect ourselves. So I say to you that your jobber or your manufacturer who is selling you is decidedly interested in what you know of your business, and he is always ready to help you, provided he knows."

Your Friend The Banker.

Then there is another who ought to be a very good friend of yours in your town. I say to you, if this man is not the friend, he is either not the right kind of man or you are overlooking an opportunity yourself. That man is the man we call our banker. A bank is put in a community for the purpose of serving the interests of that community. They have a certain definite commodity which they have to offer to you. Generally speaking, that commodity is the use of their money, for which they receive remuneration. They can loan you that money and let you use that facility provided for you, because of one definite reason. That definite reason is that you can show them you are entitled to consideration, that you are not honest alone—most people are honest. There are a lot of people in the world who are willing to pay who have not the ability to pay. So your banker is decidedly interested in what you know about your business. He has a right to be, for he is going to let you have money. It is a legitimate proposition. I may add just here that the retailer who is not using his local banker is losing an opportunity.

Value of Inventory in Case of Fire

The next man who is interested in having you know all about your business is the fellow who is caryring your insurance policy—the insurance company.

In case of a fire a proper inventory is of immense advantage in getting a speedy adjustment of claim. This has been proven time and time again as well as the fact that the fellow who hasn't made a practice of taking an annual inventory is greatly handicapped in case of fire.

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## ANALYZING EXPENSES

The shrewd merchant keeps his cost record book, and checks over his eleven major expense items as follows:

1. Rent.
2. Light, heat, power and telephone.
3. Salaries of owner and help.
4. Delivery cost.
5. Interest on capital.
6. Insurance, taxes, donations, dues.
7. Bad debts and collection expenses.
8. Advertising.
9. Depreciation of equipment and stock, repairs and renewals.
10. Merchandising expense, such as breakage and spoilage, returned goods, reductions and markdowns.
11. Miscellaneous supplies for the store and office.

# HOW TO DO WORK OF STOCK TAKING

System should be injected into work—Need of accuracy—Suggestions for speeding up the work.

STOCK-TAKING cannot be too exact. It is considered the best business practice not to value your stock at more than what you paid for it, even if it is worth more because if you did you would be anticipating profits which might never be realized. The proper way to inventory your stock is to value it at what you paid for it unless the value has depreciated, in which case you would take the lessened value. It doesn't pay to fool yourself on what you are worth by valuing goods which have been in stock a long time at prices no one would pay for them.

### Value of Loose Leaf

In taking inventory it will be well to use loose leaf sheets or cards. The use of such slips or cards will systematize

Page____

**Inventory**_____ 191__

Sheet No _____ Department_____ Priced by_____

Called by_____ Location_____ Extended by_____

Entered by_____ Examined by_____

| QUANTITY | UNIT | DESCRIPTION | UNIT COST | UNIT RETAIL PRICE | TOTAL COST | TOTAL RETAIL PRICE |
|---|---|---|---|---|---|---|
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| | | TOTAL | | | | |

**Excellent form of inventory in which stock is taken at both cost and retail prices.**

your stock-taking and will enable you to check it up readily. The sheets or cards can be numbered so that if any are lost you will know about it.

These sheets should be numbered and filed away in binders after the extensions have been made. Each sheet should be totaled, but the totals should not be carried from sheet to sheet. Add up each sheet separately and then add the totals of the sheets for each department, both for cost and retail prices. In this way you will get the total value of your stock in each department.

### Re-arrange Stock During Inventory

At inventory time it would be a good idea to arrange the stock in your store so that goods of one department are brought as close together as possible. This will facilitate checking, and will be a great help in buying and selling. You will soon learn to know where every article in your store is located; you will have no trouble in finding it; and when new stock comes in you will know where to place it.

You will probably divide your store into sections. If you do, you can number the sections from 1 up. The use of such numbers will give you a check on your stock which you could not very well obtain in any other way.

With the use of these sheets your inventory taking will be simplified, and any number of people can help to take stock without interfering with each other.

At best, inventory taking is something that the retail dealer is not very enthusiastic about. He dreads the time when he must stay up nights and "take stock"; it generally means that his store will be turned upside down for several days. This bug-bear can be eliminated to a great extent if the stock is divided into departments.

### Suggestions for Stock Taking

You should remember to keep track of sales made during inventory taking, so that when you have finished your inventory sheets will show the actual stock you have on hand.

These inventory sheets will show the department, the article, its location in the store, the names of the clerks who call off the quantities and enter them, and also those who extend and examine the figures. Columns are provided for the quantity, the unit, a descriptioin of the article, the unit cost, the unit retail price, the total cost, and the total retail price. The unit cost is the price for each article, or for each pound, dozen, gross, eac., and the unit retail price is the selling price. The total is obtained by multiplying the quantity by the unit cost, and the total retail price is obtained by multiplying the quantity by the unit retail price.

By having one clerk call and another list the stock, and then have someone else go over the extensions that you as proprietor make, accuracy will be insured, and every one engaged in stock taking will be more careful. You will also be able to check and trace errors.

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## MAXIMUM SALES POWER

Maximum sales power springs from the combination of shelf knowledge and kitchen knowledge—familiarity with what you offer, and familiarity with what the customer can use.

Selling is not only simplified when a salesman has these two brands of knowledge, but through this combination a tremendous sales power is concentrated on turnover.

The goods are put on the shelves to be sold. Goods which do not sell readily are liabilities and not assets.

Merchandise can be sold only where it fits. No man will buy a hat two sizes too small for him, for it would not answer his need. To sell a man a hat, you must first know the size of the hat and then know the size of the man's head.

Similarly all goods must be fitted to the needs of the community in which they are offered. Goods that are out of gear with the requirements of the market have poor sales possibilities.

It is the business of a merchant to make merchandise fit. He can do this only when he knows merchandise and knows the needs of his customers, and then brings the two together. There is no other way to get maximum sales power.

# DEALER SHOULD STUDY HIS TURNOVER

Important thing just now — Turnover is not complete until the dollar is back home (with a profit) ready to be invested again—good advice from an exchange.—Protecting turnover to check stock.

TURNOVER is the thing right now. Figuring turnover is a process in accounting, and a merchant needs to keep his eye on his accounting system during the present times or he is apt to run against some serious difficulty.

If you do not have an accurate accounting system, you will find it greatly to your advantage to install one. It will enable you to tell what goods are profitable and which are the slow sellers.

On the other hand, a close check-up of turnover often chases into light of day some of the worst illus that afflict a business. It shows just where the profits are oozing away.

The questions are:—

How much stock do you carry on the average (figured at cost)?

Then take your total sales for the year, deduct about 25 per cent. for gross prdfit. Then divide this figure by the value at cost of the average stock on hand. This will give you your present turnover.

That figure shows how spry your dollars are. And the faster they are the more they are earning for you.

The average normal rate of turnover for grocery stores is about seven or eight times a year. Is your turnover above or below the average?

A dollar, ino rder to turn over once must first be invested in some merchandise, then the merchandise must be sold; then the amount of the sale must be collected. Turnover is not complete until the dollar is back home (with a profit) ready to be invested again.

Unless you watch the dollar carefully as it makes its rounds, it will run into some serious obstructions. You must help it over these obstructions or it won't get back home quickly with its profit.

### Protecting the "Turnover" of Your Dollars.

Your dollar when it starts on its journey is apt to encounter many hazards and pitfalls.

First it is likely to get waylaid on your shelves—tied up in stock that doesn't move.

Or it may get held up in your book of outstanding accounts. This is one of the great perils it has to pass through.

It may fall into the hole of uncollectible accounts.

Dun and Bradstreet report that a great majority of failures among small retailers have no accurate accounting system. This is significant of the importance accounting has even in a small business.

The wisest thing you can do this month is to install some system of accounting that will enable you at all times to tell the exact condition of your business.

### What You Must Know.

It is necessary first to have an accounting system that shows you just where the dangers lie.

Certain figures should be barometers that tell you each month where the efficiency of your business moved ahead or dropped behind.

One of these figures should show you the total amount of outstanding accounts that are overdue.

Another figure should show the average length of time they are overdue.

As these mount upward they become danger signals and indicate you must drive harder on collections.

### The Value of a Definite Credit System.

Most of the slow payments and bad debts that a merchant has to contend with are due to a lax credit system—or no system at all.

Many merchants are overcoming this difficulty by having a definite form of application for each customer that desires credit. The form contains a statement of the conditions on which cderit is granted—for example, "all bills payable on the first of each month."

is all handled courteously as a matter of business routine.

Then, when it is necessary to press a customer for payment, you can say, "The operation of our credit system requires us to make prompt collection on the first of each

Filling out the form and having the customer sign it month as per agreement. We would respectfully call your attention to your account which is now overdue—etc."

Polite, but firm and business-like procedure is the only thing that has or ever will solve the credit problem.

### Check-Up Your Stock

Hidden away on your shelves may be some items that are eating up the profit made by others.

A way to ferret out these offenders is to keep departmentalized inventory.

Know how fast this, that and the other line is turning over, compared with others.

A stock of "A" that turns over six times a year and gives you 2 per cent. net profit on each turnover will yield you 12 per cent. yearly return on your investment.

A stock of "B" that turns over two times a year at a net profit of 4 percent. on each turnover, gives you 8 per cent. yearly return on your investment.

By making comparisons you will find what is bringing you a profit and what is not. And this will help you to revise your stock and perhaps your selling methods.

It has been demonstrated time and again that advertised, well-known brands bring larger returns on the investment that obscure brands, even when the margin of profit on each sale may be smaller.

**YOU'LL MAKE IT ALL RIGHT!**

If you can't make the hill a-runnin' on high
Just throw her in low, and never say die.
The first in the start may finish the last
So keep on a-pluggin'; don't hurry too fast.
Keep smilin'; don't worry, you'll make it all right
If you just keep a-trying' with all your might.
Don't waste time kickin', but throw off your coat
And dig in and root, like an Arkansaw shoat.
If you think with old Fortune you have a pull
You're kiddin' yourself with a poor line of bull.
If you want to make good you have to go through
A stiff course of trainin' before you will do.
So cut out your kickin' and turn off the bile
And jump in and hustle with a song and a smile.

—Gillette Blade.

# A LESSON IN PERIOD FURNITURE STYLES

*Evolution of the Modern Chair.*

WHILE seats and chairs come down to us from antiquity, and great progress was made in the development of chair-making on the continent of Europe, in modern times it was not until the time of Cromwell that the first real chair was made in England. It was wonderous, with the old, straight, solid back, but had "open" arms and real legs that were joined together by very substantial rungs at their base. These chairs were made of rich, dark woods and were often heavily carved. Chairs were still much more the exception than the rule, and were more for dignity than for comfort.



Towards the end of the reign of the Georges the "sheaf of wheat" back as illustrated in this chair began to share popularity with the "heart."



A sample of Chippendale's are during the reign of the Georges. This chair shows the heart shape in the back piece elaborated, but still very much in vogue.



The French Revolution brought a return to simplicity and straight lines, well illustrated by the strictly classic dignity of the chair above.

At practically the same period in the court of the Stuarts, a chair was developed which was so different as to be placed in a class quite by itself. This type of chair is variously known as the "Stuart," the "Jacobean," or the "Charles." It may have been through foreign influence or simply the reflection of the ligh-hearted monarchs themselves that these chairs should have been so much lighter and more graceful than their handsome, stolid contemporaries. They were much taller and narrower, and the frames were built on slender and dignified lines. Space was left in the back and also in the seat, and was filled in with fine rattan, which was then a novelty just imported from the East Indies. Carving was popular and beautiful. It was at this time that the peculiar "twist" which is now always associated with what is known as Jacobean furniture, was first invented, although it does not follow that all the chairs of that period possessed the "twist."

The chair of William and Mary's time had reached a stage where it looked very much like our modern chairs. It had slightly curved arms and legs and back, and a wide, comfortable leather-covered seat. Practically the only remnant it retained of its "bench" origin was the "up-and-down" piece in the back, which had lost its old relentless straightness, and had a space left open on the other side. Other peoples, such as the Italians, have evolved their chairs from the camp stool, and in these the back is in strips from arm to arm, so that the "up-and-down" back is really quite significant.

## ADVANTAGE OF PRICE SHEETS

A good many retail merchants keep no record of the prices they pay for merchandise. Whenever they want to reorder a stock of goods they either have to depend upon the word of the jobber or manufacturer that a certain price was paid for the last lot or they must search through a lot of invoices, which may not be filed in any systematic order. Price cards or sheets should be kept by every retailer of every article carried in stock. This is the only way complete and correct record will be always on hand ready for reference in case of necessity. Such a record need not be made at one time, but the work can be materially lessened if it is done at the time inventory is taken, because a good deal of the information recorded on the inventory sheets can also be used on the price cards or sheets. However, such a price card record can be started in a small way whenever purchases are made and can be built up gradually. These cards or sheets can be filed by departments in alphabetical order so that they can be easily referred to. A record like this will tell you at a glance where you can buy any item in your store on the best terms.

## SAME OLD THING

Same old musty, dusty store,
Same old dealer, time galore,
Same old fixtures, same old stock,
Same old hammer, samae old knock,
Same old books, an awful bore!
Same old ignorance of store.
Same old cobwebs, same old flies,
Same old "I won't advertise."
Same old failure, same old wail,
Same old common sheriff's sale!

# TORONTO



No. 830 No. 830A

The largest and most representative exhibition of our goods ever shown to Canadian buyers will be held at the New Arena, Toronto Exhibition Grounds in January.

You simply cannot afford to miss this event because 1922 will witness a revolution in furniture designing and finishing.

MEMBER HOME FURNISHINGS BUREAU INC 1921
BETTER FURNISHED HOMES
MEAN GREATER HAPPINESS
TRADE MARK REGISTERED

## The North American Furniture Co.

Limited

**The Owen Sound Chair Company, Limited**
**Owen Sound - Ont.**

# January 9 to 21

# EXHIBITION

THE success of any line is determined by its value to the dealer. It must be profitable for the dealer to handle and also enhance his reputation by giving his customers complete satisfaction. This test applied to our Reed furniture goes to prove that quality, workmanship and design are of the best; and that the comfort and service which it gives is greatly appreciated.

Our display at Toronto Furniture Exhibition will be one of undoubted interest. We cordially invite you to attend.




**The North American Bent Chair Company, Limited**

OWEN SOUND - ONTARIO

# January 9 to 21

# Business Suggestions From Many Sources

Selected by the Exchange Editor.

## THE SATISFIED CUSTOMER

MUCH has been said and written about the satisfied customer being the best advertisement for a store, and much should have been said about this highly important matter. Successful merchants believe in going to extremes to satisfy every customer. They fully realize that if they fail to satisfy, their duration as successful merchants will be short. They know that a well-pleased customer not only gives her own trade but helps business by telling others. They also know that nothing equals the trade-killing influence of a dissatisfied customer. The personal endorsement of its satisfied customers is the biggest asset any business can boast of.

Advertising will bring customers to a store; salespeople, satisfactory goods and prices will make the first sale, but the customers' good will must be secured if the business is to prosper. The merchant who does not give this vital subject the attention he should, will soon be compelled to seek new customers to replace those who have left him because they did not receive the attention to which they felt they were entitled. No matter how large his town may be his reputation will spread to cover it and he will quickly exhaust the available new customers from whom he can hope to draw trade.

The successful merchant realizes that he is in business and will remain in business only by virtue of the satisfaction rendered to all who enter his store.

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## WINDOW SUGGESTIONS

Any shopkeeper can immediately increase his sales, with a little trouble and a little expense, by making an improvement in his window display.

The selling power of a window is tremendous, yet plenty of shops on busy streets are making no profits for lack of customers.

Make a test of your own shop. Stand near the door and count the passers-by. Find out how many stop and look in. Find out how many turn their heads. Very likely, you many turn their heads. Very likely, you will find that out of a hundred people, only seven or eight pay any attention to your window.

Your rent mind you is based on the number of people who pass you door; but your sales depend on the number of people who see your window and stop.

The middle of your shop is at the door, for the reason that you pay at least half your rent for your window. Your windows are as valuable to you as machinery is to a manufacturer.

Your problem as a merchant, is to increase the selling power of your windows, just as the manufacturer has to increase the producing power of his machinery.

How to stop a passer-by—how to change him into a customer—that is a problem to which you should give at least one hour a week.

Thousands of people are passing your door with money in their pockets and with any number of latent wishes for the goods on your shelves.

Pedestrians make nobody rich, except shoemakers. Most of them are in a hurry. Nearly all of them are creatures of habit—dull-eyed and automatic. The problem is to compel their attention.

Here are a few practical suggestions: (1) Use one of your windows as an eye-catcher. Don't pack it with goods. Don't put the usual stuff in it. Make it different. Make it a curiosity window. Dress it with a bright color—a red or white or light blue, and put something unusual in it. Compel the passer-by to ask "Why?" Even if you have only two windows, one of them should be a"why window."

(2) Show one variety of goods at a time. Don't put fifty different things in one window look miscellaneous unless it is in a poor neighborhood and you are selling cheap goods only. A window filled with pickles only, or handerchiefs only, creates a good impression. No one but a pawnbroker can afford to have his windows look like a Noah's Ark.

(3) Wherever possible use something that moves. A moving object instantly catches the eye. It twists the head around. A clock-work mechanism—an electric fan that blows a dozen colored ribbons—two kittens in a pretty basket—lights that flash on and off—a red light swinging in a pendulum—all such things are very cheap and effective.

(4) Display one of your own advertisements, handsomely framed. If you have used a half-page or a whole page, make the most of it. Put it in one of your windows, in a costly frame. A cheap frame would ruin it. A handy way is to paste it on the inside of a sheet of plate glass.

(5) Have a to-day window,changed every evening. If you have six or more windows, use one of them as a to-day window. In this window, display bargains only. As soon as the goods in it are sold put in a card.—"sold out." You will soon have women coming at 9 a.m. to see what is in it.—Credit Men's Journal.

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## PURE PUBLICITY, BUT GOOD

The sole merit of this idea is to get people to talking about your store. Such publicity has an indirect advertising value.

Have your printer make for you a needed quanity of 6x9 sheets printed across the top with the following: HOW MANY TIMES CAN YOU WRITE OUR NAME. This is a pleasing little test of your ability both in writing and in mathematics. Can you figure out a way to write our name—"The Model"—the most times on this sheet of paper? Suppose tonight you take a sheet of paper and sit down under the home lamp, taking a fine pointed pen, and see how finely you can write our name.

This will call for quite a little figuring on your part, town are now trying the very same thing.
of this contest, and to help them along would suggest that for you must remember that hundreds of others in this

Messrs.Blank and Dot have consented to act as judges name and place the figures on the back of the sheet. Write on one side of the sheet only.

First prize will be————.
Second prize will be————
Third prize will be ————.

## VETERAN FURNITURE DEALER PASSES

Another of our veteran furniture dealers has passed away. This time it is Thomas Little of Galt, Ont., who died at his residence on December 16, aged 82 years. Although he had been in failing health for some time, he was able to be about until within a few days of his death.

Mr. Little was born in Lockarbie, Scotland, August 17, 1840, and came to Galt in July, 1847. With the exception of two years spent in Chicago, he has been a resident of Galt ever since, a period of about 72 years.

He started to learn his trade of cabinet-maker with the late John Barbour in 1856, and he commenced business on his own account on Ainslie street north, in 1868 and continued there for one year when he removed to the present place of business at 20-22 Ainslie street. He carried on business there until 1880, when he went into partnership with Guggisberg Bros. under the name of Guggisberg Bros. and Co., occupying the store now conducted by R. A. Briscoe, which he maintained to the fall of 1886. At this time he left Galt for Chicago, returning in October 1889 and reopened business in the old Buchanan block on Main street and was there until 1893, moving from that store to the present place of business, in which he has successfully carried on ever since.



The late Thos. Little, pioneer furniture dealer of Galt, Ont.

Mr. Little served his fellow citizens as an alderman in the years 1897-98. He was a member of the old volunteer Fire Brigade in the early days and remembered when the biggest part of the south side of Main street was burned down.

He was a member of Central church. In his younger days he took a great interest in sports, particularly in baseball and cricket, which were hobbies with him. He was a great book lover and had a remarkable memory for poems, which he would occasionally recite to his friends.

He was a man of quiet disposition, simple habits and sterling integrity respected by all who knew him. He was particularly fond of checkers and could be seen almost any day in the summer under a tree on Harris street playing a game with his old friend, the late James McDougall.

He was a member of the Sons of Scotland and the Chosen Friends and is survived by one son, G. J. Little, and two grand-children Bryce and Ruth Little. One sister also survives, Mrs. David Boomer, of Preston.

The funeral took place from his residence, 11 Cameron street, to Mount View cemetary.

## LARGEST FURNITURE STORE IN WORLD

Barker Bros., of Los Angeles, Cal., have completed additions to their buildings which gives them a total of 658,771 square feet floor space, including warehouses. The firm believes that this is the largest exclusive home furnishing store in the world.

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## TELL THE PUBLIC ABOUT FURNITURE STANDARDS

Plans are being formulated in the United States by the organized Truth-in-Advertising movement of the Associated Advertising Clubs of the World to carry furniture standards to the public by enlisting the coperation of magazines, newspapers, business asscoiations, women's clubs and farmers' organizations, but these plans will not be put into effect until final action is taken on this subject by the National Council of Furniture Associations, in March.

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## TO CLEAN FIBRE AND MAPLE FURNITURE

One of our readers having asked how to clean his fibre furniture stock, we give herewith a cleanser which is vouched for by an exchange editor:

To clean fibre furniture with a varnish finish, the first step is to remove all dirt from the fibre and crevices. Loosen the dirt first by brushing the pieces thoroughly with a stiff brush. Then suck the dirt with a vacuum cleaner. If the fibre is soiled and needs cleaning, wet a piece of cheese cloth with cold water and wring it out. Drop a little furniture polish or cedar oil on the damp cloth and rub the dirt off. Then wipe the piece dry with a clean, dry cloth.

To clean birdseye maple furniture, wash first with a cloth wet with suds of some neutrical soap, such as Ivory or Fels Naptha. Wipe the piece clean and dry with another cloth and then thoroughly clean apply a little furniture polish to revive the lustre and wipe again with an absolute clean, dry cloth.

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## HAVE A POLICY OF YOUR OWN

A store without a policy is like a ship without a compass.

Policy dictates what kind of goods you are going to handle, the sort of service you are going to give, the prices you are going to charge, and how you are going to treat everyone that comes in contact with your business.

When you have formulated your policy, you should not waver from it, except for excellent reasons.

But here is a matter in which you can compare notes to advantage with other merchants. They can help you and you can help them.

A merchant in the community that practices cut-throat competition, does fraudulent advertising or otherwise encroaches on the code of upright business, is a menace to everyone—to dealers and consumers alike. Often a merchant that is honest in purpose, but ignorant of business principles, ,can work havoc, also.

You are but serving your own interests therefore when you join with other merchants to discuss and uphold policies that are fair and square, and that are efficient. Thereby you not only protect yourself against the reckless type of competition, but you do a service for the entire community as well.

# We Invite You

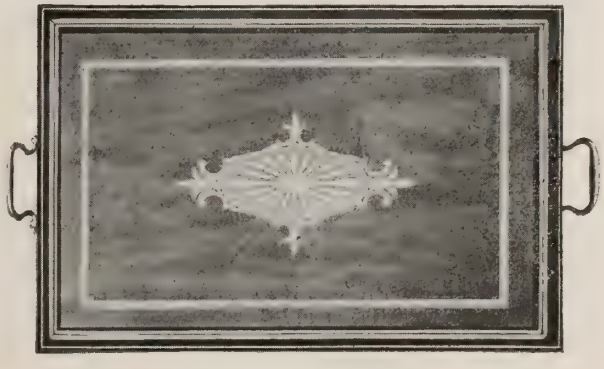
When visiting Toronto Furniture Exposition call at our factory, where we will be pleased to show you our entire line. We have many interesting numbers in our showrooms.

**New Mouldings** **New Framed Pictures**

**New Trays** **New Mirrors**



No. 382—Polychrome Mirror



No. 50—Serving Tray



No. 41351
Colored Photogravure
in
Hand Carved, Powdered Gold
Antique Frame.

## PHILLIPS MANUFACTURING COMPANY, LIMITED

**258-326 Carlaw Ave., (King St. East Car)**

**TORONTO, ONTARIO**

# News of the Canadian Furniture World

John McClary, founder of the McClary Mfg. Co., said to be the largest stove-making concern in the British Empire, died at his home at London, Ont., on Dec 11, aged 93 years.

The annual meeting of the Canadian Lumbermen's Association is being held in Toronto on Jan. 11 and 12.

The North American Furniture Co. and the Owen Sound Chair Co. sent out during the recent Christmas season "hearty greetings and all good wishes from the manager and staff" to the trade and the press.

Wes. Walker, who sold out his furniture business at Goderich, Ont., to J. R. Wheeler, has decided to remain a citizen of that town.

Thos. Dyer has purchased A. P. MacDonald's furniture business at Stayner, Ont.

The Digby Furniture and Undertaking Co. has purchased J. F. Rice's business at Digby, N. S.

T. E. Simpson, M. P., of Sault Ste. Marie, Ont., was re-elected to the House of Commons for West Algoma in the recent Dominion elections. The result was a foregone conclusion. There is no person in the country who can beat "Tom" in an election. Congratulations!

J. R. Wheeler, embalmer with A. W. Miles, Toronto, has purchased Wesley Walker's furniture business at Goderich, Ont.

A. P. MacDonald, Stayner, Ont., has sold his furniture and funeral directing business to Thos. Dyer.

The Retail Furniture Association of the United States will meet in annual convention at the Pantlind Hotel, Grand Rapids, Mich., on January 12 to discuss, among other important matters, the furniture standards suggested by the trade conference which met at Cleveland last November, and which were published in the last issue of CANADIAN FURNITURE WORLD.

Mr "Bill" Stern who has been the Northern Ontario representative for the McLagan Furniture Co., Ltd., of Stratford, is now covering Western Ontario for this firm starting with the first of the year. His many friends in the North will miss Bill's smiling countenance and, we are confident wish him every success in his new territory. Western Ontario has been covered by "Asdy" Griffith for the McLagan Co. for several years past.

Chas. H. Lang, president of the Heywood-Wakefield Co., with which is associated the Lloyd Mfg. Co., died at his home in Melrose, Mass., on Dec. 20, aged 71 years.



Dan Shrader of Knechtels, noting in last issue that "Doc" Clemens and Joe Rhinehart had been helping Ed. Henry erect his garage, made a visit to Thamesville to tell Ed. how it should be done.

## IMITATION IS FLATTERY

During the recent Christmas holiday season the musical instrument dealers of Ontario formed a "better the home" movement—on the lines of fthe Home Furnishings Bureau to boost the sales of musical instruments.

## THE DAYS ARE GONE

"Are you willing to work for $30 a month and your board?" asked Mr. Cobbies.

"Yes, sir," replied the applicant for a job as a farm hand. "But if you occasionally see me pause in my task of manicuring the pigs to brush away a tear, think nothing of it. I was paid $10 a day during the war and it wasn't much of a day at that."

## KNOW THE GOODS AND THE SERVICE OF THE GOODS.

Knowing goods consists of more than knowing what is in the store and the price of each article.

Many a clerk thinks if he has gotton this far he has mastered the subject. He has scarcely made a beginning.

In a well-regulated store, a glance at the shelves and displays should show what is in stock. Prices can easily be indicated by a mark on the article of by price tags. These matters are the A. B. C. of order taking; they do not constitute real salesmanship.

Knowing goods consists of being familiar with their sales points. And sales points always relate to the use to which a product is going to be put.

There should be no guessing. Misinformation and inacurate statements are worse than none at all.

The manufacturer who makes a product and the salesman who represents him are the best sources of sales points on the product in question. This information can be amplified by observations and tests in your own home. Any product that is worthy a place in your store has one or more outstanding sales points. It is a part of your selling equipment to know what these points are.

Remember that customers do not buy mere goods; they purchase rather what goods will do—the benefit or pleasure they will yield.

Only when you sell on this basis, knowing your goods and knowing what they will do, are you sure of rendering satisfaction.

# WITH THE SALESMEN ON THE FLOOR

THE following correspondence has never appeared in print before. It probably never will again, so this is your only chance to read it. We have decided to omit the names of the parties concerned, partly because of the fact that we are not in possession of this information, though it was sent in by a well-known furniture traveller.

(1) Telegram sent by a retail butcher in Kitchener to a wholesale meat market in Stratford:

"Ship at once to my address fresh carcass beef as follows: one fair steer, three good cows, one plain bull. Send immediately as I want these in the worst way."

(2) The reply:

"Dear Sir—

"Your wire to hand. We are very sorry we cannot fill your order to the letter but you can rely on us to do our best.

"We are quite out of fair steers just now, but are shipping you a blonde cow with blue eyes. No doubt this will suit you just as well. Brunette steers are fairly plentiful, but fair steers are out of stock at the moment.

"With regard to three good cows, we cannot, of course, vouch definitely for the morals of any cow we sell. We have, however, picked out three with good sanctimonious faces and we hope they will turn out alright. They are well recommended, and have always lived in the country, so know nothing of the temptations of city life. One of them, as a calf, was brought up within sight of the Presbyterian Sunday School, and the other two are well spoken of by the police authorities and the local Vigilance Committee. This, you will understand, is as far as we can go.

"As for the plain bull, the one we are shipping is all this and still some. As soon as our head buyer saw the animal he described it as 'the homeliest looking son of a gun he had ever clapped eyes on.' As a matter of fact we cannot remember, in all our experience, having seen a harder-visaged, tougher-looking member of the bovine species than this. 'Plain' did you say? Oh, boy!

"Inasmuch as you need these in the worst way we are shipping them via the Freight Smashing Express

## TACT AND SUGGESTION

When a patron assures you that he can buy the same article for less money across the street, there is no use growing sarcastic and disagreeable. A little tact and soothing suggestion as to quality will nearly alway scause that customer to buy of you.

## WHY TRADE IN YOUR STORE

What are the seven main reasons why people should trade at your store? Why not let your customers tell of them? Announce that a pair of gloves will be given to the man or women who writes you the best letter giving "7 reasons why people should trade with you."

Place all the letters in your window full against the glass, and publish the best letters in your newspaper advertising.

The rewards above are only suggested and merchandise from stock can be selected if preferred. It is also advisable to have small inexpensive consolation rewards for each contestant.

## A KEY WITH TWO USES

Here is a direct personal touch which has two uses:

Buy at wholesale a quanity of keys—the cheapest ones will do. Print some manila envelopes with the words "Key to Economy." Mail one of these keys together with a letter of invitation to the heads of new families which move into your locality.

## GERMAN HOUSEWIVES BOYCOTT FURNITURE

German housewives have decided to go on a strike as a protest against the exhorbitant prices which are the direct result of the low value of the mark and the influx of foreigners who are buying up everything they can lay their hands on. The articles blacklisted by the German hausfrau are furniture, carpets, curtains, pianos, musical instruments, and dry goods. There is even a movement on foot to postpone Christmas shopping until after New Years.

To help the eye to travel quickly from a card to the object displayed, connect the two with white tape or ribbon. An arrow will have the same effect.

### YOUR FAILURE DEPENDS ON YOUR CLOSE ACQUAINTANCE WITH HIM

I am more powerful than the combined armies of the world.

I have destroyed more men than all the wars of the world.

I am more deadly than bullets, and I have wrecked more homes than the deadliest siege-guns.

I steal, in the United States alone, over $300,000,000 each year.

I spare no one, and I find victims among the rich and poor alike; the young and old; the strong and weak; widows and orphans know me.

I loom up to such proportions that I cast my shadow over the field of labor from the turning of the grindstone to the moving of every railroad train.

I massacre thousands upon thousands of wage earners in a year.

I lurk in unseen places, and do most of my work silently. You are warned against me, but you heed not.

I am relentless. I am everywhere; in the home, on the streets, in the factory, at the railroad crossings, and on the sea.

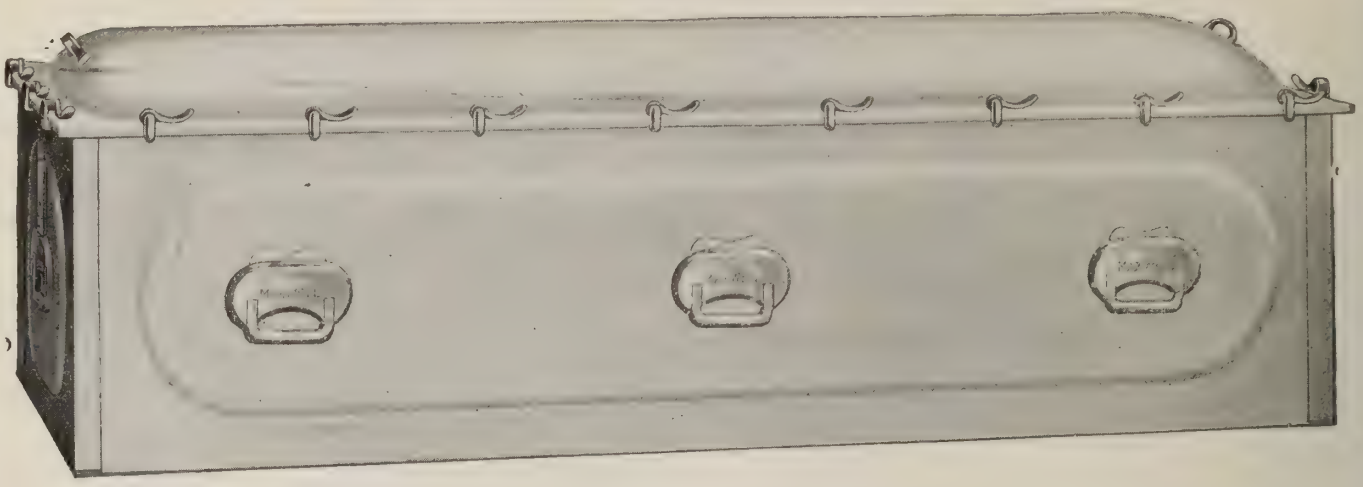
I bring sickness, degredation, death, and yet few seek to avoid me.

I destroy, crush, maim, take all, and give nothing.

I am your worst enemy.

I am CARELESSNESS!

# THE MAXWELL
# Sanitary Copper-Alloy Vault



"Positively the best in the World"

## ABSOLUTELY GUARANTEED
### for FIFTY (50) YEARS
### to resist RUST and CORROSION

**WATER PROOF - AIR PROOF - VERMIN PROOF**

## Because:

Manufactured exclusively of Copper Bearing Steel—the most rust-resisting Steel or Iron known to the art.

All Seams are Oxy-Acetylene Welded.

The cover is securely fastened by the Famous Patented Maxwell Eccentric Sealing Clamps, and specially prepared Perpetual Gasket positively seals the vault and excludes any possible penetration of water or air.

Sturdily and Rigidly constructed. Re-inforced Cover. Will withstand the severest requirements of a Burial Vault.

**BRILLIANT COPPER FINISH**

All Maxwell Vaults are now finished inside and outside with a beautiful, Brilliant Copper Bronze and this rich color is very attractive.

## Dominion Manufacturers, Limited, Toronto, Ont.

*Successors to*

National Casket Company, Toronto, Ont.
The Semmens & Evel Casket Co., Ltd, Hamilton, Ont. and Winnipeg, Man.
Vancouver Casket Company, Vancouver, B. C.
Winnipeg Casket Company, Winnipeg, Man.

*Successors to*

The Globe Casket, Company, London, Ont.
Girard & Godin, Limited, Three Rivers and Montreal, Que.
Christie Bros. & Company, Limited, Amherst, N. S.
D. W. Thomson Company, Limited, Toronto, Ont.

# Funeral Service Department

*Problems affecting the Profession are here discussed and readers are invited to send letters expressing their views on any of the subjects dealt with—News of the profession throughout Canada.*

# FUNERAL REFORM --- THE REAL FACTS

## Not the "high cost of dying" but the proper ratio of costs — Prices same to all—Service given by present-day funeral director is of the highest grade—A professional business on a business basis

THE article on "Funeral Reform" and the "High Cost of Dying" published in last months issue of our paper in the "Funeral Service Department" has eventually struck home. Two prominent funeral directors, A. A. Jackson of Sudbury and W. J. Stewart of Toronto, have given their local papers articles telling the truth and giving the real facts about the "cost of dying". If more funeral directors throughout the country would follow their example the public would haave a better conception of the business and professional sides of funeral directing than they, seemingly, now have. The Publicity Committee of the Canadian National Funeral Service Association and the editor of this paper will be glad to receive copies of local papers containing articles and references to this important matter.

We publish below an article which Mr. Stewart had published lately in the Toronto Star Weekly on this subject: It is in the nature of ana interview between reporter and funeral director:

DUST to dust—ashes to ashes! The only known system fair to all classes of society! No price fixing!

Two young Toronto undertakers were refering to the "costing system," which they have instituted for some time in the handling of funerals. This has resulted in standardization.

There used to be prevalent a belief that when you called to arrange a funral the undertaker sized vou up, looked at your cloths, glanced at your jewelry and charged you all the traffic would stand. Under the costing system this is impossible.

It is just like buying a pair of gloves, plainly priced, from a counter in a store. You may be the wealthiest man in Toronto or the ends of your trousers may be frayed with much wearing—there is just one price for the different grades of article, and it is entirely at your discretion that you determine the extente of your spending.

The old-time undertaker was a gentleman whose chief possessions were a long coat, a plug hat, the sad solemn air of a man who had lost all he owned in the sinking ship or on the mining market, and a hearse. The modern type as exemplified by the two young men as aforsaid is part up-to-date business man, part artist, part scientist, part sanitary expert, part tactful friend of the family, with expensive equipment in a regular plant and a skilled staff—and with ideals.

"In ten years' time," they declared with emphasis, "so-called undertaking will have sprung from being a business to being a profession.

### $150 Minimum Cost

A really good, respectable funeral, it may be stated here, will cost, including the grave, about $150. A pauper may be burried for something like $10, but under the cost system the cheapest funeral comes to about $150. But it will lack nothing requisite to respect to the dead and service to the living. Its basis is the same as that of the funeral costing hundreds of dollars. Its proportions are somewhat less great, that is all.

Under the costing system you may look at the undertaker's books and see how its charges are made up. He has analyzed the past five years' business, and knows the cost of the different grades of funeral. From that the amount of overhead is calculated and standard prices made possible.

Under the costing system of funerals, the rich man really pays more proportionately for overhead than the poor man—in other words, the rich man seems to be taxed to provide the poor man with a cheaper funeral. That is not quite true. The rich man simply pays for a wider choice of selection.

Here is how the undertaker put it:

"The person wishing to obtain an inexpensive funeral with all the requirements of decency and good taste but without unnecessary trappings, pays the exact cost of the material and the minimum amount (not the average amount) of overhead expense involved, commensurate with the values purchased, plus the minimum percentage of profit."

There is a sliding scale for adding "overhead" and "percentage of profit" to the grade of funeral.

### SEASON'S GREETINGS TO ALL READERS

So many personal greetings have been sent the editor during the recent holiday season by readers of the paper that he is compelled to use this means to reciprocate all these good wishes and to express the hope that 1922 will bring blessings of health, peace and success to all our readers and friends.

The Editor.

"When we do an inexpensive funeral," he added, "we do not get back the cost of the goods and the cost of the overhead. If we did nothing but inexpensive funerals we would either have to raise the prices for them or go out of business."

That is why the richly-priced funerals makae the inexpensive ones relatively cheaper than they might be.

"The man getting the average funeral pays the average amount of overhead. The man going in for luxury pays that much more overhead, and that much freater percentage of profit. You say perhaps that under this system we are making the rich pay for the poor? No. We must be prepared to care for all classes.

"If we did nothing but cheap funerals, we would have less expensive equipment, fewer help; we would not then be able to give service to the most exacting class 24 hours a day, seven daays in the week.

"When we sell a high priced casket—that's what we keep the expensive equipment for, that's when we need the help. You come in here and buy that bronze casket and a funeral in keeping. I tell my staff, 'We bury that bronze casket Tuesday. Accept no further business that will interfere with the Smith funeral.' In other words, you have commandeered the whole plant. You must pay for it. You must pay cost, plus the experience, of the whole staff, plus their service, plus equipment, plus overhead. You have baught the services of the whole place.

The New Service

When you deal with a first class establishment you are assured of the services of a thoroughly modern embalmer which assures health because he is primarily a sanitarian. The goods must be on the establishment and not merely in pictures. You see the casket before you leave and have a definite understanding as to cost.

"We charge so much for a funeral, say $125. Your bill will include a charge for 'service'. What is 'service'? In the old days it was unheard of; the undertaker simply came in, prepared the body and carried it away for burial. When the modern man goes into a home to-day he is prepared to the limit. He carries linen. He takes a barber. All you have to do is come down and select a casket. Your newspaper notices are cared for; your motors ordered; the death registered. The minister is consulted as to the suitability of the hour. He is brought to the house. We visit the home several times to arrange the flowers and to watch the body. We keep in constant touch with the family. We are to-day the family's right hand man until the funeral is over.

"We see that the cemetery end of the funeral is made as pleasant as possible. Flowers are sent in advance. The earth is covered up. The old fashioned straps are dispensed with and a lowering device employed to obviate jerking.

"All this is service."

We spent an hour among the caskets. Each of them were numbered. The number meant a fixed price for a certain grade of funeral. It was exactly the same principle as buying cigars or any other standard article.

"Some of thes we carry for indefinite periods," declared the undertaker, "until the odd man comes in and fancies them. That also means modern service—and an investment."

In a little room were caskets for children, some of them simple little boxes, others dainty as jewel cases covered with plush or broadcloth, and lined with satin, silk or crepe de chine.



In the good old summer-time—This is a group of Western Canada and Canadian National delegates enjoying an auto ride in Winnipeg last July.

## HOW TO TELL BIRCH, BEECH AND MAPLE APART

One of the questions brought up at the last C.E.A. convention was that in regard to the woods from which caskets were made. Some of the country funeral directors being furniture dealers as well said they had no difficulty in telling the wood. The city men were not so fortunate. Here is a plan to tell some of the woods apart.

Birch, beech and maple are very similar in appearance, and have approximately the same weight. Hence, it is comparatively easy to mistake one of thme for another. A method which anyone can use to distinguish them is suggested by the United States Forest Products Laboratory. The method makes the use of the relative width of the pores and medullary rays in the three woods.

If the end grain of birch, beech or maple is cut smooth with a sharp knife and examined with a hand lens, the pores will be seen as tiny poles distributed fairly evenly over the surface, and the medullary rays will appear as narrow lines of a different shade running at right angles to the growth rings.

In beech some of the rays are very distinct even without a lens. The large rays are fully twice as wide as the larger pores.

In maple the rays are less distinct, and the largest are about the same with as the largest pores.

In birch the rays are very fine, invisible without a lens. The pores are several times larger than the rays, usually being visible to the unaided eyes as minute holes on the end grain and as fine grooves on dessed faces of the board. The pores in birch are considerably larger than the pores in beech or maple.

The appearance of the medullary rays on a "quartered" surface is also distinctive. Here they appear in beech as distinct "flakes," the largest being between one-sixteenth and one-eighth inch in height when measured along the grain of the wood. In maple they are considerably smaller, rarely attaining a height of one-sixteenth inch. In birch they are comparatively inconspicuous.

### Raisins

You've heard about the raisin
With the kick of 10 per cent..
But the raisin with the wallop
Is the raisin' of the rent.

—Columbus Dispatch.

# ANNOUNCING

**the addition to our Toronto Branch, of a**

## Car Body Department

In announcing to the trade the addition of a "Car Body Department", to our Toronto Branch, it is but a further step in our endeavor to cater to every requirement of a modern Funeral Director.

Mr. W. H. Wattman, well known to the trade as a designer and builder of car bodies, will supervise this department—which means, that every car body we manufacture will represent the choicest of designs and the highest grade workmanship and material obtainable.

*We will specialize in the designing and building of:—*

**Funeral Car Bodies** **Hearse Bodies**

**Ambulance Bodies** **Waggon Bodies**

**Combination Bodies, Etc.**

***Let us know your requirements.***

Mr. Wattman's forty years experience in designing and building car bodies, will enable you to choose an appropriate car body to meet your requirements.

## DOMINION MANUFACTURERS, LIMITED

—Head Office and Showroom—

**109 Niagara Street - TORONTO, ONTARIO**

T
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des



DOMINION MANUFACTURERS, LIMI

HE way in which this design has been received by Funeral Directors throughout the Dominion reflects their very favor-opinion. Your clients will appreciate the simple yet dignified gn, and the substantial construction of this casket.



# NO. 575K PANEL OAK CASKET

TRIMMED COMPLETE WITH 801 JAP SATIN INTERIOR
NO. 1398 EXTENSION HANDLES AND
NO. 577 NAME PLATE
MAY ALSO BE HAD WITH HINGED PANEL

PRICE LISTED IN OUR REVISED PRICE LIST OF NOVEMBER 7th.

TED

Head Office and Showroom **Toronto, Ontario**




# Everything a Funeral Director May Require

We can be relied upon to supply at the shortest notice anything a funeral director may require. We are manufacturers of the following articles:-

**Solid bronze and steel caskets; solid mahogany, walnut, quartered oak, birch mahogany, plain oak, etc., varnished caskets; spartan shaded hardwood caskets; all designs of adults' and children's covered caskets; burial robes, suits, dresses, and casket interiors; casket hardware, cooling boards, pedestals, etc.**

The various lines produced in our manufacturing plants are the most modern and up to date in the Dominion. There is always a wide variety to meet all demands, and the quality is always dependable.

***You are cordially invited***

**to pay us a visit at our up-to-date showrooms**

***109 Niagara Street***

**If you come to the Toronto Furniture Exhibition don't forget this address. Our display will be very complete and will include the articles mentioned above.**

## DOMINION MANUFACTURERS, LIMITED

# LONDON'S BEAUTIFUL "FUNERAL HOME"

Description of A. L. Oatman's splendid new quarters at London, Ont. — Service, the keynote of Success — Features of a fine establishment.—What one director has done to better his quarters.

THE "Funeral Home" is the striking and appropriate title selected by A. L. Oatman for his funeral directing business at London, Ont. Not alone in London, but throughout the whole of Western Ontario is Mr. Oatman known as among the leading funeral directors of the country.

The fact of having a "Funeral Home" in such a good residential section of the city is rather unique. When buying a property in London early in 1921, Mr. Oatman met with a strenuous opposition from the residents in that vicinity, and eventually he sold the property to the objectors for the price he paid for it, at the same time giving a substantial bonus for not locating there. Immediately Mr. Oatman purchased a property in a better locality and met with no opposition.

"Our present premises," says Mr. Oatman, "are located on the corner of King and Colborne Streets, the residence entrance being off King St., and the office and funeral home and garage entrance on Colborne street. While our premises are in the residential district it is within a block of the business section and just a block off the street car line. Our frontage on King St. is 88 feet and on Colborne St. 125 feet. On the entire frontage are two rows of maples which with spacious lawns and shrubbery makes an ideal spot with pleasing surroundings. The portion of the home which was already built was entirely refinished outside with a red granite stucco, and the new addition was built with buff-colored brick. Entering from Colborne Street, one is led to the reception room. From this room doors lead to the the office and the funeral service rooms. The floor is terraza and the walls are stucco finish. On the same floor are the office; the back service room, which serves as a slumber room as well as for funeral purposes; the front drawing-room used at funeral services, which contains piano; the sun room, a convient place for customers and friends who wish to spend time at our funeral home, and also used as a family room at the funeral service. The last three-mentioned rooms open in one for a funeral service, and are furnished in a suitably cosy and home-like fashion.

The preparing room, also on this floor has doors leading into it from the garage and also from the trimming room as well as the showroom. The showroom is over the garage on the second story, the size being 23 feet by 36 feet. The floors are hardwood, and the walls are finished in stucco. The garage, which has two doors, opens off Colborne Street. The entire building including garage is heated with a hot-water system.

On the second story, over the office is situated the guest room and bath for out-of-town customers; also assistants' rooms. On the second story of the main building is Mr. Oatman's residence.

In addition to the main building and lot there is an additional lot containing a two-story building 24 feet by 50 feet which is used as extra garage, stock and store rooms.

On the staff is a lady whose duty is to look after the general office, and act as lady assistant in caring for the bodies of women and children.

The motor equipment consists of a black hearse, a gray combination hearse and service car, a seven-passenger sedana, a coupe and an ambulance.

"We believe that good service and proper methods are the greatest assets in our business," says Mr. Oatman. "We use the best accounting systems and also cost systems. We believe in making charges for services, and not making the





A. L. Catman and the reception room in the Catman Funeral Home at at London Ont.

Regarding Mr. Oatman himself he has been connected with the undertaking business for fiteen years. He was born in casket bear all the charges. Our method of charging is along these lines: We prepare a budget and estimate the cost per funeral for overhead. This we add to the cost of goods, and then add an additional amount for what we think is fair net profit. We believe this is the only fair way to treat our customers and ourselves.

"In our opinion one of the greatest helps to the funeral directors to-day is the splendid information which is given out monthly by the trade journals and such books as "Better ways for better business."

Oxford County, Ontario, and received his public and high school education at Tillsonburg. He spent two years in training in undertaking at Tillsonburg; then worked for some of the leading firms at Toronto; and shortly after, in 1909, engaged in undertaking and furniture in Tillsonburg, selling out there in the spring of 1920 and buying the old established business of Smith, Son & Clarke in London.

The "Funeral Home" provides that homelike, quiet atmosphere which is greatly appreciated by those whose duty it is to arrange for burial of departed relatives and friends.



The splendid street front of the Oatman "Funeral Home" at London, Ont.

## A LIVELY AND HAPPY DEAD ONE

"I want my funeral before I die," said the Rev. Isham Davis, colored pastor of Mt. Lebanon Baptist Church, at Brentwood, Tenn., and then he announced from the pulpit that his funeral service would be held the following Sunday afternoon. At the hour named the church was packed, and in regular fashion, hymns were sung and then, one by one, pillars of the church arose and paid tribute to their faithful pastor, who sat listening with evident pleasure to the eulogies. He is only fifty-three years old, by the way, and apparently in robust health.

## JOHN SNOW INJURED IN AUTO ACCIDENT.

John Snow, Sr., president of Snow and Co., the well known funeral directors of Halifax met with a serious and painful accident on Argyle St., which will incapacitate him for several months. Mr. Snow had walked up the north side of St.Paul's Hill and had crossed Argyle on the way to his premises. Just as he was about to put his foot on the edge of the sidewalk he made one step sideways and that instant an automobile "hugging" the gutter struck Mr. Snow knocking him down. A number of people who saw the accident say that it was unavoidable. It was not thought at first that Mr. Snow was badly hurt, but as he attempted to walk he found he was unable to do so, and he was carried to his premises and physicians summoned. The V. G. Hospital ambulanse was summoned and he was taken to the hospital where an x-ray examination was made which revealed the fact that his hip had been broken and also a couple ribs broken. He was later removed to his home on South Street.

Mack Paul was re-elected Mayor of Woodstock, Ont., in the recent municipal elections there.

# THE QUESTION BOX

Q.—What is scarlet fever?

A.—It is an infectious specific form of fever, characterized by a diffused scarlet rash spreading progressively from the face over the body and extending along the mucous membrane of the throat, followed on subsidence of the fever by the scaling of the skin.

Q.—What causes this fever?

A.—The specific micro-organism of contagion has not yet been found.

Q.—What are the first signs of scarlet fever?

A.—Sore throat, fever, especially accompanied by a rash.

Q.—How is scarlet fever spread?

A.—By personal contact, by infected articles, such as clothing, rags, hair, paper, or discharges from an infected person.

Q.—How long is scarlet fever contagious?

A.—As long as the desquamation lasts.

Q.—How long must quarantine of patient and house holder last?

A.—Until all peeling or scaling has ceased.

Q.—What precautions should be taken with articles taken from the sick room?

A.—Every article should be disinfected in carbolic acid before being taken from the sick room, to the kitchen or to any other part of the house.

Q.—What should be done upon recovery or death of patient?

A.—Premises should be thoroughly disinfected.

Q.—May a public funeral be held or may exposure of the remains of person dead from scarlet fever be permitted?

A.—No.

# CAN EMBALMING BE SAVED?
# IS EMBALMING WORTH SAVING?

Written for Canadian Furniture World and The Undertaker

By HOWARD S. ECKELS

NATURE never yet has made a mistake. This is accepted as an axiom by every scientific man. No true scientist attempts to alter Nature. His efforts are centered upon understanding WHY Nature does a thing in a certain way and thereafter he follows in every particular the course Nature outlines.

The men who are urging you to use the vein injection method are trying to get you to alter Nature—for their profit and at your loss.

The most complicated piece of mechanism ever designed is Man, because, his spiritual nature aside, Man is simply an infinitely complex piece of machinery. Indeed, there is no principle of mechanics employed in any man-constructed piece of machinery which is not to be found in the human body. Every organ has its specific use and the more we learn regarding anatomy the more thoroughly we comprehend thata in the selection of its materials and in the construction of the individual parts of the machine called Man. Nature has worked with infinite precision.

Man has solved most of the intricacies of the human anatomy. Today he knows the use of practically every organ in the body; the reason for its form and construction and the mechanical purposes which the Infinite had in view.

Our knowledge of no part of our anatomy is more thorough than is our understanding of the circulatory system. Few of its secrets are hidden from us. There no longer is room for guess-work nor opportunity for camouflage.

We know what we know and we know that we know it—and we know that when Nature sets the blood in circulation it invariably traverses the various parts of the systematic circulation in one invariable order—heart, arteries and capillaries, the veins being used for DRAINAGE purposes only.

Now since it must be conceded that Nature has a purpose in all things and that there could not have been an error in the anatomy of a self-perpetuating race which has remained on earth for many thousands of years, it follows that each part of the circulatory system is not only perfectly adapted to the purpose for which it was designed, but also is so formed as to absolutely meet every requirement which might be placed upon it.

The heart is the great engine of propulsion. It is a


## *An Explanation and a Tribute*

DID YOU know that, when you purchase a copy of "Better Ways for Better Business" through a friend of ours, this jobber or manufacturer does not receive a cent of discount from us? Do you realize further that he is actually *out of pocket*, both because of the expense of handling the transaction and the cost of postage? These are true statements, however.

We are taking the trouble to state these facts publicly in order that the unselfishness of our friendly distributors may be properly appreciated. Knowing that we ourselves take no profit on the book, and realizing how much the profession will be benefited when as large a distribution of the book as possible shall have been obtained, these genuine co-operators are willing to go to the trouble and expense of helping us to distribute it.

*The Crane & Breed Mfg. Co.*

CINCINNATI, OHIO, U. S. A.

pump which must never cease its work, else life instantly becomes extinct.

Nothing, therefore, must be allowed to interfere with its action. For this reason an adequate outlet must be provided for the blood which is pumped by it. Since pumping induces pressure and since pressure transformed into motion is necessary to distribution, the arteries are constructed in such a manner as best to resist and transmit pressure. They are flexible because they must needs conform to the movements of the body, but internal pressure makes practically no variation in either their diameter or their capacity. In other words, they will not stretch sideways and since they will not stretch, any pressure which is introduced into them by the heart in life or by the embalmer's injection pump after death is unfailingly distributed through the arteries, their branches and sub-branches, in proper proportion to the next link in the cycle of circulation, the capillaraies.

It really can be understood that if the arteries were not so constructed as to resist side stress, the slightest clot, hindrance or obstruction in a minor artery or at the capillaries or the slightest variation in the degree of fluidity of the blood would impede circulation and the force of the heart would be diffused sideways instead of forward, compelling the blood to travel onward and ever onward.

So it was while life existed. And after death, what?

All of the physical structure remains, for a time at least, exactly as it was. We are called in to embalm.

It may be elementary, but let us for a moment consider what our duties are to be:

First, we must destroy the germs of decomposition and of disease. These things we must do because if we do not do them, ours ceases to be a profession and by failing to protect the public from the elements of danger that lie in every dead human body, we have fortified our right to the protection which the license system affords.

But, besides disinfection, we have still another object in view. Having protected the public by destroying the germs of decomposition and disease, we desire to butify the body for funeral purposes in order that the sorrow of family and friends may be alleviated as far as possible and their appreciation of our service increased.

But, mind you, this latter object is entirely a secondary one. It must not be our first motive and to it our thoughts must not be directed except in so far as we can accomplish this purpose without interferring with our primary object of disinfection. That is clear, I take it; and if it is, let us proceed to discover by what ways and means we may accomplish our desires.

How best may we accomplish this?

It is universally conceded that embalming is the best course to pusue and until recently at least it has been quite as universally accepted that this meant arterial embalming or theutilization of Nature's cycle of circulation—in other words, using the blood chanels for the distribution of our disinfecting fluid after death exactly and in the same order as Nature utilized them for the distribution of the life-giving and purifying blood before death.

So far, so good! Now, since Nature makes no mistakes, what process could possibly be better than our imitating Nature's methods as closely asa we possibly can?

Thaat means first, thata we should inject our fluid where Nature's pump, the heart, injects the life-giving blood—into the arch of the aorta, the primary artery of the body and of which all arteries in the systemic circulation are either branches or sub-branches.

The aorta, we find, is a nonelastic conduit fashioned by Nature to withstand pressure and transmit it in proper proportion to the arteries which have their origin here and which, like the aorta, are nonelastic, pressure-resisting and transmitting conduits for the passage of our fluid.

We may rightly assume that Nature in regulating the size, length and number of these couduits has seen to it that each part of the body is adequately supplied with blood during life and therefore we may with equal assurance assume that a proper proportion of fluid will be distributed through them after death if we follow a proper procedure, use a scientific fluid and release from the veins a sufficient quantity of blood to permit the pressure on our fluid bottle to be effective.

(To be continued)


# Examination

—By The—

# Board of Examiners

—To Be Held At—

## TORONTO

**Commencing Wednesday, February, 8th, 1922**

The Government Board of Examiners, under the Embalmers' and Undertakers' ACT, will conduct an Examination in the Anatomical Section of the Toronto University, commencing Wednesday Morning, February 8th, at 9.30 o'clock, and continuing Thursday, February 9th.

Candidates wishing to take the examination for Qualification and Government License as Embalmers will send in their application and fee of $20.00 to the Secretary, not later than February 1st, 1922. Blank forms of application can be had on application to the Secretary.

T. E. SIMPSON,
Secretary-Treasurer,
Sault Ste. Marie, Ont.


## PAID THE MOURNERS

The friends and acquamtances of a rich man, who died recently in Timaru, a seaport of South Island, New Zealand, attended his funeral, and they were all much surprised to receive a cheque for $25 each for having done so. The dead man's will had so decreed One naturally wonders whether this munificence was to rebuke those who, while pretending to be friends of a man, refuse to show their grief by attending his funeral, or to give them a hint to make merry—as they should at his entry into a better world.

Policeman—Lost yer mammy, 'ave yer?
Why didn't yer keep hold of her skirt?
Little Alfred—I cou-cou-couldn't reach it.

# IMPORTANCE OF DEATH REGISTRATION

## Address delivered at recent Toronto convention of the C. E. A.

BY S. J. MANCHESTER, ONTARIO REGISRAR GENERAL'S DEPAR TMENT.

MY name appears on your programme for an address the relation of the undertaker to that duty. I shall on "Registration," i.e., the registration of deaths and try to be brief.

I have been given to understand that I am meeting with directors of funeral service; that "undertakers" no longer exist; that funeral fittings and caskets are no longer your chief stock-in-trade, but that "service" is now your main line. I trust that you will forgive me if I use the word "undertaker" sometimes as the law, being ignorant of the change in your nomenclature, still uses the time-honored word, and just now I am dealing with the law as it relates to the registration of deaths and I shall consider that I am speaking to undertakers.

Some of you may be surprised to learn that men of your profession have no responsibility under the Vital Statistics Act in regard to the registration of deaths. That is the duty of the "occupier" of the house in which the death occurs. The word "house", by the way, has a much wider meaning than a dwelling-house. It is intended to apply, practically, to any sort of building in which persons happen to dwell, such as a gaol, asylum, etc., and the word "occupier" is described by the Vital Statistics Act to include "the governor, keeper, warden or superintendent of a goal, prison, penitentiary, lunatic asylum, poor asylum, hospital, industrial home, and house of refuge, and of a public or private charitable institution". On the other hand you may not bury a body; indeed, you may not remove a body for embalming until you have definite knodledge that the death has been registered and a burial permit obtained. Notwithstanding that undertakers have no responsibility, I venture to say that considerably more than 99% of deaths are registered by the undertaker. This is done for two reasons. First, for expedition, since the law requires that registration take place before anything is done with the body. Secondly, to relieve his client.

So far as registration is concerned there seems to be two kind of undertakers. They both obey the law. The one because he is a law-abiding citizen; the other, because he has to do so. His great object in life is to have funerals of bury bodies without regard as to how he gets them. The first man described, when he registers a death, has his return as complete as he can have it. The return of the second man is as incomplete asa he can have it and get away with it, i.e., get a burial permit. The returns of death when so incomplete may be valuable as a record of a death and may be sufficient to prove a death, but for statistical purposes they are useless. As it is, it is seldom that all the questions are completed.

### Value of Vital Statistics

Well, of what value are vital statistics anyway? The





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answer to this question, that "vital statistics are the index to the health of a community," is an old one and not for discussion at this time, but directors of funeral service are becoming more and more cognizant of the fact that vital statistics are essential to an intelligent study of such matters as sanitation, sociaal welfare and preventive medicine. It may interest you to know that the average span of man's life has been increased by four years in the last twenty-five years. At least such is the statement from Dr. George W. Hoagland, Sec'y of the American Insurance Nnion (Toronto Star, Aug. 31, 1921). He arrived at his conclusion from statistics. The statistics were compiled from registrations of death. (Insurance statistics).

The department appreciates any effort made by the director of funeral service in interesting himself in the registration of deaths. His assuming this duty places at the disposal of the Department a responsible person with whom the Department caan correspond when necessary.

Some of you may ask "Why so many questions on the registration form?" Well, this is a day when a great deal of information is required on all subjects, and all information may be useful. When dependable information is secured, dependable conclusions are arrived at and intelligent measures may be undertaken. The form now in use is not the offspring of the Registrar-General's Department of Ontario.

It may be confessed that a good deal of the information asked for in the registration form has never been compiled. This is due, as already intimated, to the incompleteness of the returns, but we are improving, and I am sure that you, gentlemen, will see to it that complete returns are made so far as you are concerned. This will doubtless result in improvement in public health.

As an example of the use to which these returns are put. "You have been circulized by the Department at the request of the division of Industrial Hygiene of the Provincial Board of Health touching the occupation of the deceased in registering deaths. This Division is attempting to provide information as to good practice in the provention of sickness in industry. The first essential for such program is a knoledge of the conditions in industry which produce, or are contributory to, disease. The mortality experience in Ontario as recorded on certificates of death under "Cause of Death", "Last Occupation" and Former Occupation" is a necessary preliminary. The Department has been unable to provide this information because those who register deaths have not been careful, or have not realized the important use to which it can be put.

### In Cases of Infantile deaths

Something may be said respecting still-births. This is a vexed question and bothers a good many people. The question of "What is a still-birth?" is answered in the Act where it says that "A child is not alive at the moment of birth shall be deemed to be a still-born child." Although still-births are not considered statistically, nevertheless, when computing rates of death from puerperal causes it is well to know the number of still-births which have occurred, as there is no doubt a certain number of women die from pueral couses and at the same time the child is still-born.

In registering deaths of infants section one. The Vital Statistics Act, says "In the case of the death of an infant under one year of age the division register shall not issue a burial permit until he has ascertained the place of birth of the child, and, if the birth has taken place in the division of which he is registrar, he shall not issue a burial permit until he is satisfied that the birth has been registered." This provision seems to entail a hardship on directors of funeral service but directors of funeral service were not considered when this provision was made, for the reason that directors of funeral service are not obliged, by the law, to register a death. If, however, directors of funeral service will register deaths they must be willing to be governed by the Act and its provisions. In such cases the undertaker could keep himself supplied with birth cards, as he does with death cards and make enquiry as to whether or not the birth is registered and if he has any good reason to suspect that it is not he could obtain the necessary information before going to the division registrar.

This provision was formulated with a view of making sure that the birth of an infant should be registered whether the child was still-born or not. It is a fact that there are more still-births registered as deaths than as births, and in checking over the deaths of infants under one year of age, and searching back for the births of these infants, it was found that a large number had never been registered as births. You will readily appreciate the fact that if a large number of deaths of infants are registered, and there is no corresponding registration of birth, the result will be a heavy mortality rate and a light birth rate which is not good for the country.

### 99 per cent of Deaths Registered

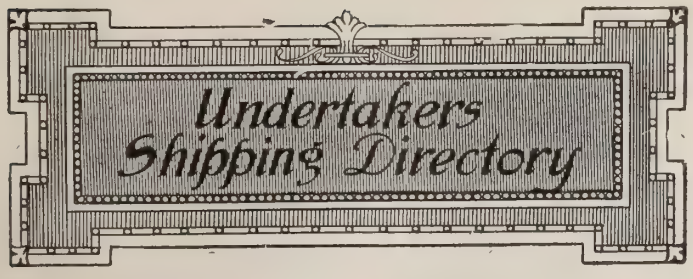
I am personally of the opinion that considerably more than 99% of all the deaths which occur in Ontario are registered (34,000). This is because of the perfect machinery of The Vital Statistics Act and the short time allowed for registration. Nevertheless, a number of burials take place every year without the death having been registered. And this, too, with reputable directors of funeral service in charge.

This happens in any one of several ways. It is most often, however, due to carelessness and ignorance. Ignorance on the part of the relatives of the deceased and carelessness on the part of the undertaker, the cemetery authorities, and possibly the doctor. The relatives of the deceased do not think about the matter of registration and don't register. The undertaker goes to work and buries the body and no demand perhaps has been made for the burial permit at the cemetery, and the thing is forgotten. This occurs, when it does occur, most often in rural municipalities. Nevertheless, it occurs sometimes in the cities, and an instance of it came to my mind which occurred right here in Toronto withi nthe last six weeks.

An undertaker in this city received word from an undertaker in the western part of the province to go to a hospital and receive a body. The undertaker went to the hospital, received the body without having a burial permit or taking any steps whatever to register the death and actually shipped it out of the city. The hospital authorities were to blame as much as the undertaker.

Another instance: The undertaker went to a hospital and took the body of a child and buried it in some manner without a permit. It was a pauper child and the hospital authorities in this case claimed to have no knowledge whatever. Nevertheless the hospital authorities are the ones who were directly responsible and the undertaker could have refused to touch the body until they had registered the death.

The doctor may have been careless too, and did not write out a certificate of the cause of death. Indeed, I have often been told by undertakers that they have difficulty and trouble in obtaining a medical certificate of death from the physician. Let me assure you, gentlemen, that if any of you are experiencing such difficulties and will be good enough to advise the Department, the Department will be happy to take steps to correct the trouble.




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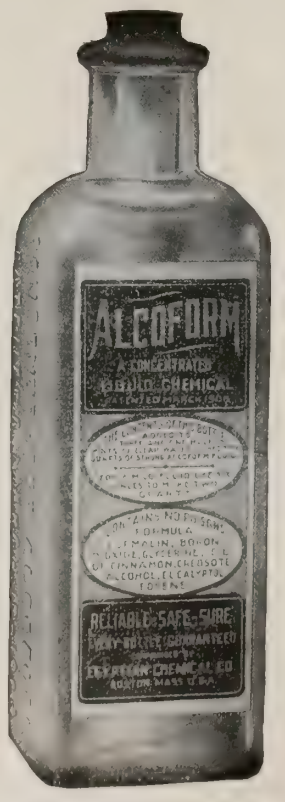


# The Original Patented Concentrated Fluid

*Patented Formula*
**Strongest and Best**

Essential Oil Base, combined with Alcohol, Glycerine, Oxidized Formaldehyde and Boron-Dioxide.

**Ask others for their Formula**




Larger Bottles filled up with water

**Special Canadian Agents**

**National Casket Co.**
Toronto, Ont.
GLOBE CASKET CO.
London, Ont.
SEMMENS & EVEL CASKET CO.
Hamilton, Ont.
GIRARD & GODIN
Three Rivers, Que.
JAS. S. ELLIOTT & SON
Prescott, Ont.
CHRISTIE BROS.
Amherst, N.S.

**Egyptian Chemical Co.** Boston, U.S.A

# FOR SALE—WANTED

**50 cents per insertion up to twenty-five words. Each additiona word two cents. If box is required 5 cents extra to cover postage**

TO AUCTIONEERS—Young man wants position to qualify for auctioneer; some experience; can furnish good references; not afraid of work. Apply Box 130, Canadian Furniture World, 51 Wellington W., Toronto.

LICENSED EMBALMER AND FUNERAL DIRECTOR desires position. Have had nearly two years experience with a reliable firm; twenty-four years old; single; good education and appearance. Can drive motor. Masonic affiliation. Apply Box 76, Canadian Furniture World, 51 Wellington St. W., Toronto.

Advertiser wants one furniture line on commission for Western Ontario. Toronto, West and South to Windsor and Sarnia,, North to Wiarton and the Niagara Peninsula. At present carrying only the Gendron Manufacturing Co. line. Over 15 years experience on the ground. W. H. Bateman, 42 Parkway Ave., Toronto.




## Upholstery Springs

Highest quality Upholstery Springs, made from the finest grade High Carbon Steel Wire, oil tempered after the coiling operation, thus insuring uniform strength and "No Set." Remember, the quality of your High-Grade Upholstering depends entirely on the quality of the springs you are using.

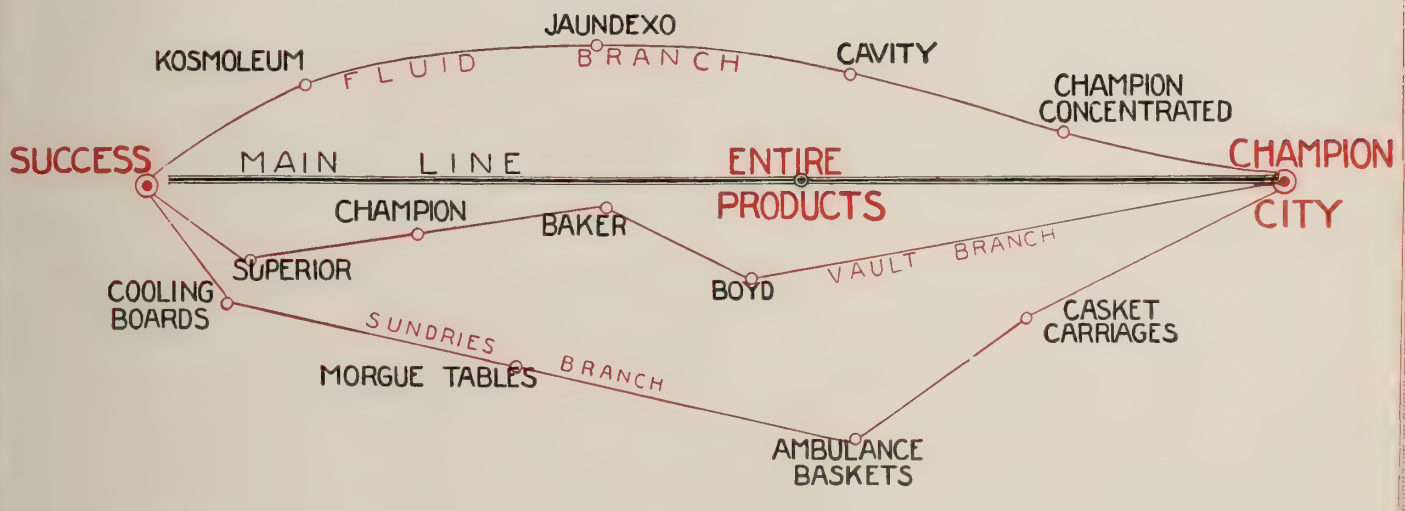
**HELICAL SPRINGS**

for spring bed and mattress fabrics.

Get the habit; buy Canadian springs

**James Steele, Limited**
Guelph, Canada

# TO SUCCESS VIA THE CHAMPION LINE




## CHAMPION CHEMICAL CO.

Dr. G. W. Ferguson, Canadian Manager, 38 Leuty Ave., Kew Beach, TORONTO

Canadian Manufacturing Plant, WINDSOR

# TORONTO

## NOTICE

TO

## MARSHALL AGENTS

We have something special to offer Marshall Agents.

Be sure to call at our Exhibit or Factory during the Furniture Exhibition.

If you are not a Marshall Agent enquire about our agency proposition.

**The Marshall Ventilated Mattress Co.**
Limited

98-100 Lombard Street, TORONTO

LONDON, (England) WINNIPEG CHICAGO, Ill.

# January 9 to 21

Vol. XII, No.2.

Published by The Commercial Press, Limited
51 Wellington West, Toronto

FEBRUARY, 1922

# The Canadian FURNITURE WORLD

## AND THE UNDERTAKER

### *In This Issue*

NEW LINES SHOWN AT CANADA'S GREATEST FURNITURE EXHIBITIONS

FURNITURE MANUFACTURERS ADOPT TRAINING COURSE FOR CABINET-WORKERS

BETTERING THE HOME AN OPPORTUNITY FOR FURNITURE DEALERS

ANNUAL MEETINGS, BANQUETS AND TRADE RE-UNIONS

NEWS OF CANADIAN FURNITURE TRADE FROM COAST TO COAST

*Toronto, February, 1922*

# Sterling Upholstered Furniture



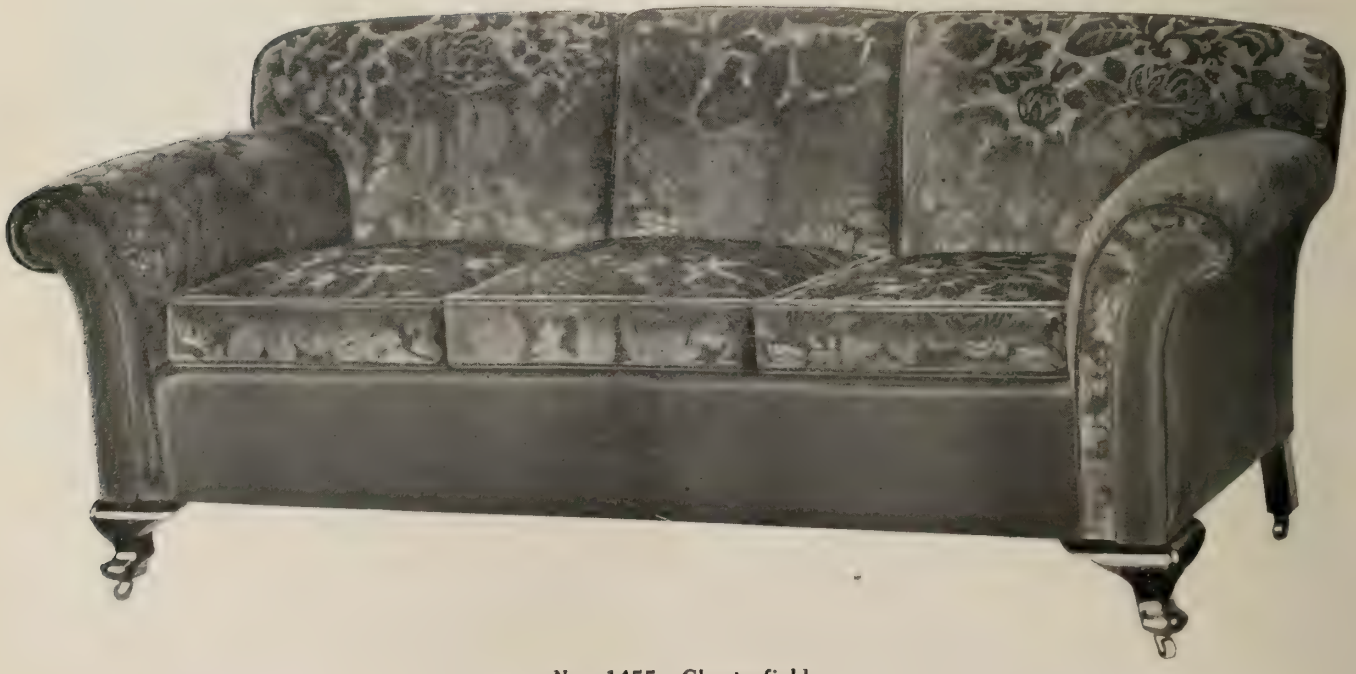
No. 1456. Arm Chair.

Sterling Furniture

*Our aim is to make goods up to the standard our trade-mark implies—"Sterling" in every respect*

¶ The surpassing beauty of this Chesterfield and Arm Chair makes instant appeal to every lover of good furniture.

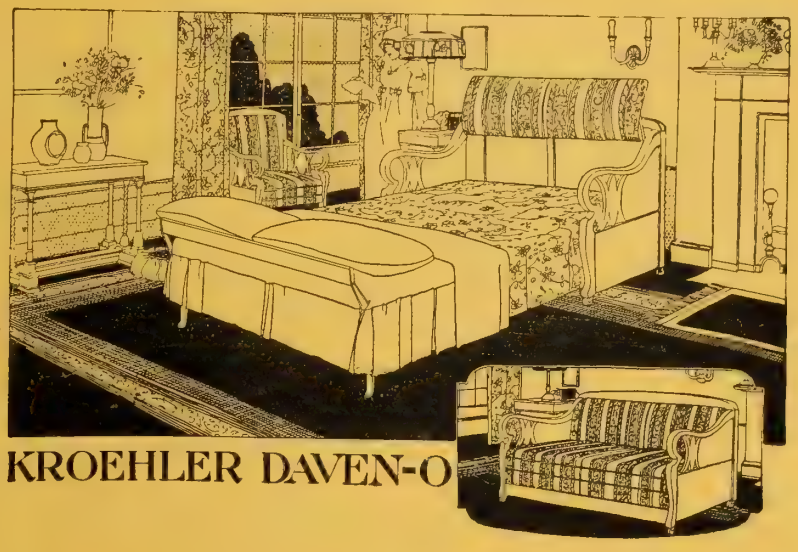
¶ The numerous productions of the "Sterling" Line are designed with the idea of satisfying the taste of your particular customers. Every piece is made from materials of highest quality. Comfort and individuality play no small part in their popularity.



No. 1455. Chesterfield

**W. J. ARMSTRONG, LIMITED - GUELPH, ONTARIO**

STRATFORD FURNITURE



KROEHLER DAVEN-O

# KROEHLER FURNITURE

Kroehler Furniture is the choice of no special class of patrons, but rather the selection of every class. Its utility and beauty are just as welcome in one home as in another. Considering this the field for sales is very large, and the dealer who does not make the most of it is practically handing away profit. "Procrastination is the thief of time" and time is money, so decide now to make this line an active one in your store.

## The KINDEL BED COMPANY, Limited

STRATFORD - ONTARIO

STRATFORD FURNITURE



No. 4498—Bench

# Chamber

There are few lines of merchandise where a high reputation does not influence sales to a very great extent. With furniture, which is usually a purchase made once in many years, the reputation of the manufacturer carries unusual weight. Wherever the name McLagan appears in connection with furniture, absolute reliability comes instantly to mind.

## The McLagan Fur

Stratford



No. 449R—Rocker



No. 449—Chair



No. 447—Bed



No. 442—Vanity Dresser

STRATFORD FURNITURE

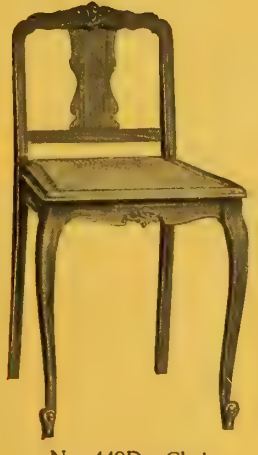
# Furniture

Apart from quality of materials McLagan furniture is the embodiment of refinement, distinction and comfort. Wherever a display of McLagan furniture is made there can be no doubt that unusual interest will be shown by patrons of the store, which ultimately leads to greater sales Any information desired will be promptly given. Write us now.

MEMBER HOME FURNISHINGS BUREAU, INC. 1921 — BETTER FURNISHED HOMES MEAN GREATER HAPPINESS. — TRADE MARK REGISTERED

## niture Co., Limited

### Ontario



No. 449D—Chair



No. 446—Table



No. 440—Dresser



No. 443—Chiffonette

STRATFORD FURNITURE



# ROYAL EASY CHAIRS

## The World's Easiest Easy Chair

**You should be showing this nationally advertised line.**

*Our travellers will show you samples of the coverings of this unusually attractive line.*

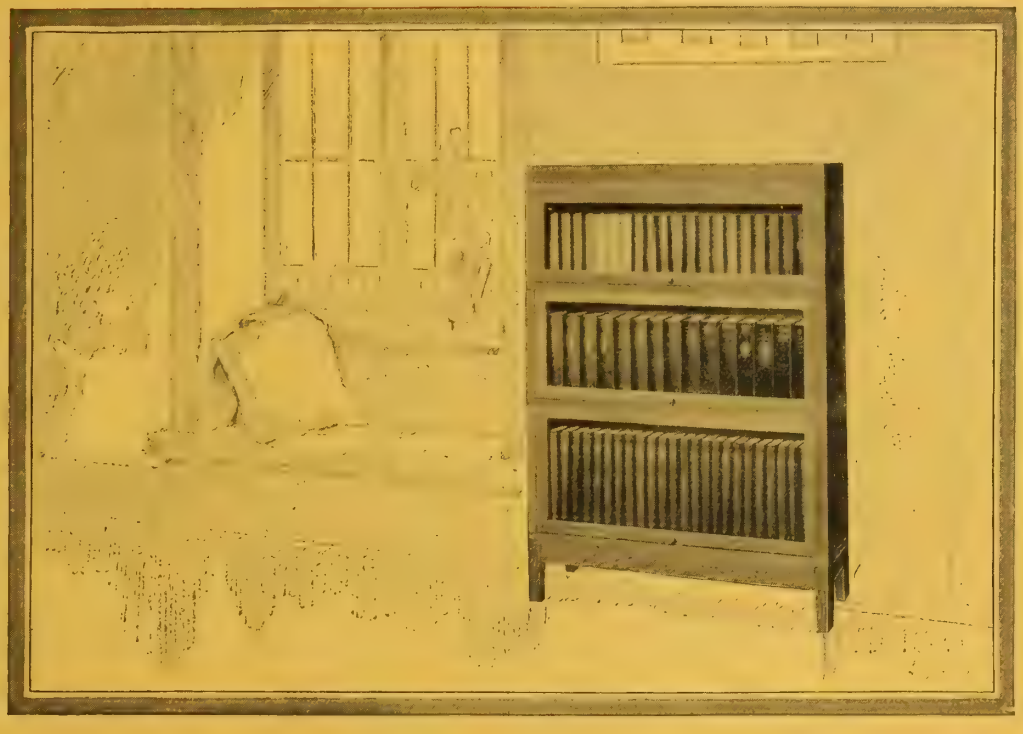


**The new three piece Divanette Suite and our exceptional line of Living Room Furniture are productions that every dealer should know about.**

THE
**Farquharson, Gifford**
COMPANY
Stratford, Ontario

STRATFORD FURNITURE

# Globe-Wernicke Sectional Bookcases



## THE NEW UNIVERSAL STYLE

*Another Step Forward in the Art of Bookcase Building*

There are few people to whom this elegant Globe-Wernicke Sectional Bookcase will not make a strong appeal. Like all the Globe-Wernicke productions The New Universal is simple in design, beautiful in itself, yet fits harmoniously in every decorative scheme.

The only exterior metal part is the small unbreakable knob. The cabinet work on this bookcase is so exact that sections can be placed together so that the division is hardly noticeable.

*Made in*
**Quartered Oak**
**Imitation Mahogany**
**Imitation Walnut**

Globe-Wernicke Sectional Bookcases are known from coast to coast because of their exclusive patented features. The New Universal will prove a worthy member of the Globe-Wernicke family. Dealers owe it to their customers to supply their demands for bookcases of highest merit.

## The Globe-Wernicke Co. Ltd.

STRATFORD ONTARIO

STRATFORD FURNITURE

# Get Acquainted With Stratford Chair Furniture

We have found that by producing furniture that is attractive in appearance and is absolutely dependable, pricing it strictly according to quality, we have been able to cope with the changing conditions of the trade.

We have also found that by so doing we have created confidence in our line, and we have done our utmost to give satisfaction to each one of our customers.




## The Stratford Chair Company

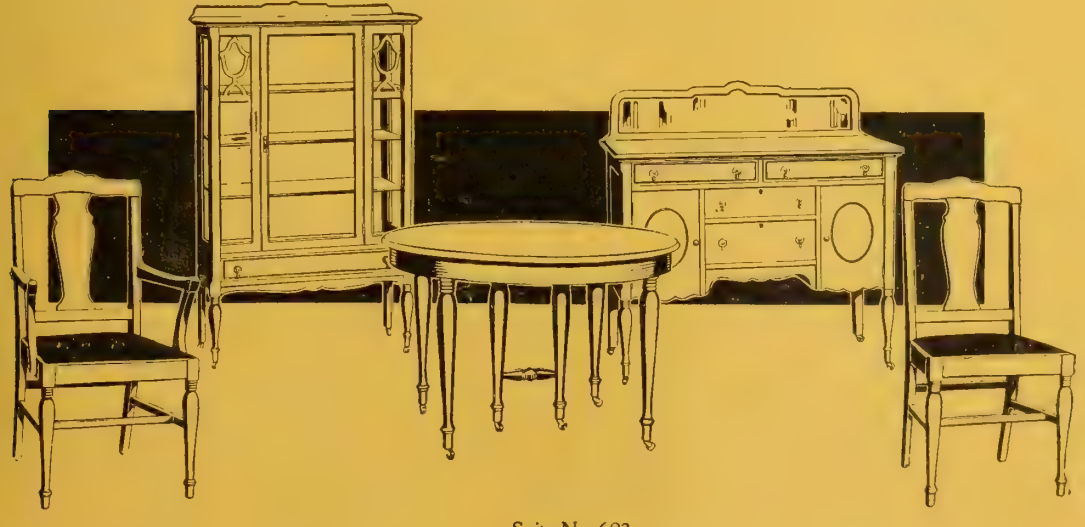
Stratford - Ontario

STRATFORD FURNITURE

# Dining Room Furniture

A good Dining Room Suite is prized above other furniture in almost any home. It demands the admiration of the family as well as being the pride of the hostess.

Suite No. 683 illustrated below will prove to be a quick seller during 1922. It is built after the standard of all the Stratford Chair products and should find a place of the floors of progressive dealers.



Suite No. 683

## The Stratford Chair Company

Stratford - Ontario

STRATFORD FURNITURE

# *Reed Furniture*

## *will bring you dividends*



There is room for reed furniture in every home, and the continued favor in which it is held should induce furniture men to handle it more extensively. Genuine Reed Furniture will bring you good returns, will give your customers long service, and will retain its handsome appearance.

THE IMPERIAL RATTAN COMPANY, LIMITED
STRATFORD - ONTARIO

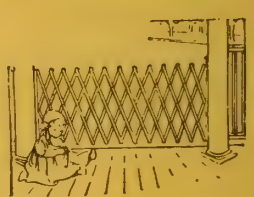
# Decide Now On Your Summer Stock



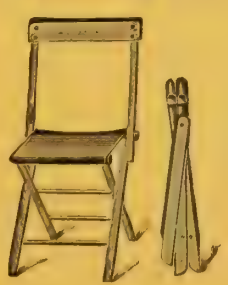
No. 17

In order to make the most of summer lines, you should decide now on what you will require. By starting early your profit will be considerably greater. There is always a demand for verandah and lawn furniture made in Stratford, and this class of furniture opens a wide field for the progressive dealer.

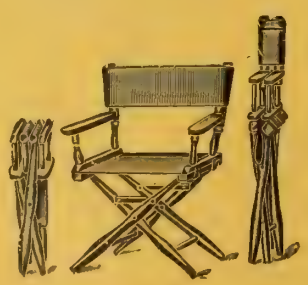
Lawn Swings Folding Chairs Camp Stools and Cots
Folding Tables Children's Furniture Adjustable Lawn Chairs
Folding Extension Gates Suspended Verandah Swings



No. 67



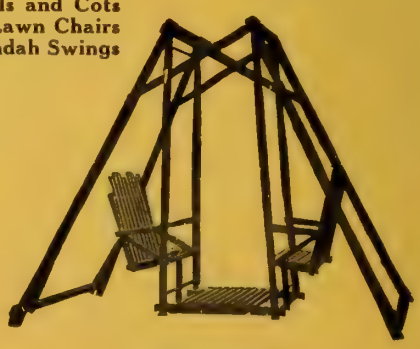
No. 15



No. 22



No. 0



Ontario

The STRATFORD MANUFACTURING CO., Limited
STRATFORD - ONTARIO



NO. 1043 BUFFET

# PERIOD FURNITURE

You can never go wrong by appealing to your customers' sense of beauty and appreciation of quality. The Strathroy line therefore can be offered with the greatest assurance of success. It is a line in which beauty of design is carefully considered from every standpoint—always with the idea of satisfaction in view.

The quality of Strathroy Furniture is the foundation on which the dealer can build up a business that has that valuable asset attached to it — a high reputation.

MEMBER HOME FURNISHINGS BUREAU, INC. 1921. BETTER FURNISHED HOMES MEAN GREATER HAPPINESS. TRADE MARK REGISTERED

## STRATHROY FURNITURE COMPANY, LIMITED

STRATHROY ONTARIO

# WHAT'S IN A NAME?

Sometimes a name signifies very little, but to the dealer who features Art Furniture, that name very often represents the reason for his success.

Whether it be in our established line of bedroom suites or in our recent productions in diningroom suites the dealer will find that Art Furniture is a sure seller that wins his confidence from the start and gives his customers that satisfaction and service that means profit and valuable reputation for him.

## The Art Furniture Company, Limited

**Kitchener - Ontario**

# *Glady Upholstered Furniture*

To those dealers who are ever aiming to increase their prestige it is hardly necessary to point out that furniture of real merit must be their choice for their patrons.

By supplying Glady Upholstered Furniture an undeniable prestige is built up, and a class of trade is attracted that makes it worth while for the dealer. Every Glady production possesses an atmosphere of quality, which is the result of the quality being built into every piece.

## H. W. GLADY UPHOLSTERING COMPANY

**Corner Union & Herbert Streets. Phone 400**

**WATERLOO :: ONTARIO**



THE long service which every purchaser of furniture expects is assured them in Malcolm & Hill productions. Not only in service, which of course depends upon genuine quality, but also in beauty and charm of design this line holds a high reputation and meets with customers' approval. Such a reputation cannot but influence the reputation of every dealer who handles Malcolm & Hill furniture.

MEMBER HOME FURNISHINGS BUREAU, INC. 1921
BETTER FURNISHED HOMES MEAN GREATER HAPPINESS
TRADE MARK REGISTERED

# MALCOLM & HILL, LIMITED

*Head Office*
KITCHENER

*Branch Factory*
LISTOWEL

## To Our Friends

*We are setting the Retail selling price of the Gold Medal Felt Mattress at $22.50. Send for our splendid series of 12 Dealer Advertisements. One of which is here reproduced and arrange for a business-pulling Window Display. Write us for further information or see our travellers.*

*Visit our new permanent show rooms at Toronto Factory.*

**RETAIL PRICE**
**$22.50**

## A Profitable Talking Point



*Another Mystery Dispelled*

*The ordinary mattress you buy "on faith." It may have a cotton filling —or be filled with unsanitary stuffing — you cannot tell.*

*But here is a mattress that has no secrets. You may examine the filling before you buy. This is an exclusive feature of the*

## GOLD MEDAL felt MATTRESS

and Hercules Bed Spring "for the REST of your life"

**THIS Mattress has a Patent Inspection Pocket. By lifting the flap you actually see the pure, new cotton filling. You also see that it is exceptionally well-made. Such a Mattress, on top of a Hercules Bed Spring, makes the ideal combination for sleep-comfort.**

**A spring, sturdy, and resilient—ensuring the requisite "give" without sagging.**

**A Mattress soft, yet compact—which comes to you in a dust-proof carton.**

**It will pay you to insist on the Gold Medal Trade Mark when buying bedding.**

GUARANTEED GOLD MEDAL BEDDING

*Is the Patent Inspection Pocket which instantly instils confidence in your customer. She can see for herself the pure, white layer felt inside the*

# GOLD MEDAL FELT MATTRESS

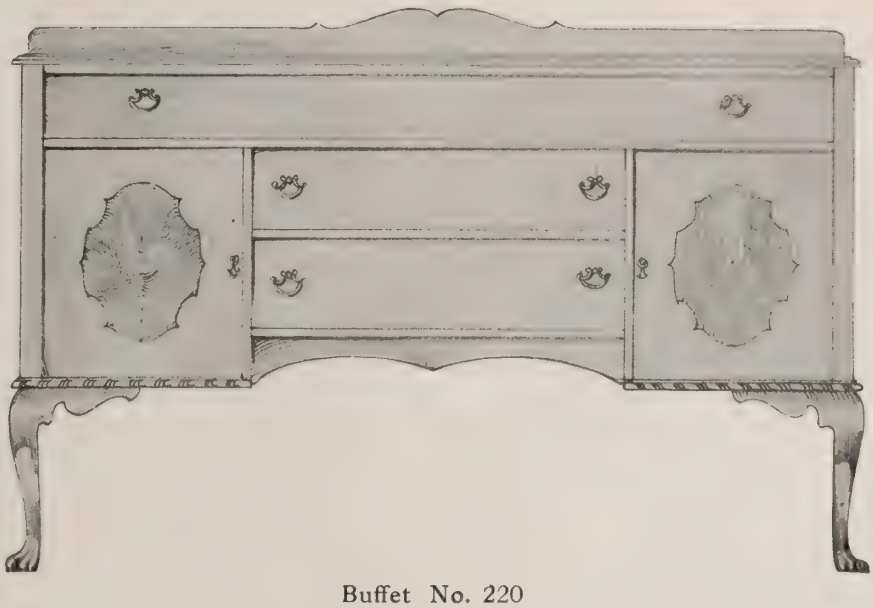
*As a proposition this Mattress is unique. You make a generous profit, yet sell at a decidedly reasonable price. An extensive advertising campaign in Newspapers and outdoor signs keeps the "Gold Medal" name before millions of the buying public constantly.*

## CASH IN NOW ON THIS PROFITABLE AND FAST SELLING MATTRESS

## GOLD MEDAL FURNITURE MFG. CO. LIMITED

TORONTO UXBRIDGE WINNIPEG

**Gold Medal Bedding Co. Limited --- Montreal**



Buffet No. 220

We desire to express our sincere appreciation of the interest manifested in our exhibit during the Kitchener Furniture Exhibition.

It was very encouraging to say the least. We feel that the number of orders placed with us reflects the high favor in which our line is held by the trade. These orders, for which we thank our patrons, are being given careful attention and our best efforts are being put forward to ensure complete satisfaction.

To those who could not attend our exhibit we shall be pleased to send one of our loose leaf catalogs, for which new illustrated sheets are sent out as occasion demands.

# The Andrew Malcolm Furniture Company

**Limited**

**KINCARDINE** **LISTOWEL**




## The Gendron Mfg. Company, Limited

## *Our New Line*

for this season has created a sensation at the January Exhibition and any buyer that has not seen our line should now wait until our traveller calls upon him. We are makers of a large and complete line and can supply all requirements.

*Have you received our new window card ?*

# The Gendron Mfg. Co., Limited, Toronto

***Children's Carriages, Reed Furniture, Invalid Chairs.***



G Tapestry, Armchair or Rocker $36.00. Chesterfield $67.00.
Chesterfield 84 in. long; 34 in. high: 35 in. deep.

Specialty Upholstered Furniture is worthy of a place along side of your other high grade lines, and can take its place in any living room, to the entire satisfaction of the purchaser.

Why not connect up with a line that represents a means of greater advancement in your business. Let Specialty Upholstered Furniture do it.

***SPECIALTY UPHOLSTERING CO. - WATERLOO, ONTARIO***



KRUG Furniture enjoys a lasting popularity, which is maintained by the unusual service it gives and the beauty and grace of its design. The charm of this furniture increases rather than decreases with age.

The merchandising of Krug Furniture is not hard work for the dealer — a minimum of effort on his part is required.

MEMBER HOME FURNISHINGS BUREAU, INC. 1921
BETTER FURNISHED HOMES
MEAN GREATER HAPPINESS
TRADE MARK REGISTERED

# *The H. Krug Furniture Co., Limited*

*Kitchener, Ontario*



Our Special Offer to buyers in gross lots will interest you. Write for particulars.

NEW

ELITE FOLDING TABLE

*A LEADER THAT GETS BUSINESS*

It is decidedly useful for many purposes. It is handy. It can be conveniently stored away. It is right in appearance. These are reasons why your customers will like it. You will like it because it brings business to your store.

**Hourd & Co., Limited** Sole Licensees and Manufacturers DEPT. W LONDON

# HAVE YOU LOOKED INTO MATTHEWS MIRRORS?

THEY REFLECT PLEASED CUSTOMERS

*See our new framed line.*

## MATTHEWS BROS., LIMITED

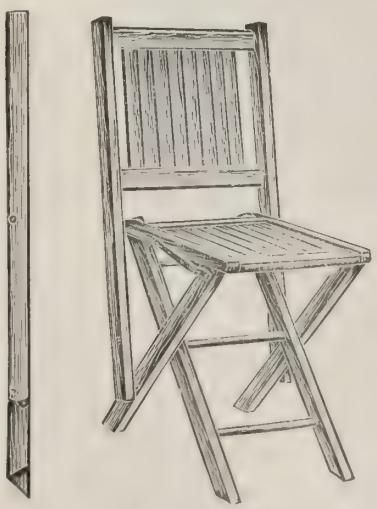
THE BIG CANADIAN MOULDING HOUSE

1906 DUNDAS STREET WEST TORONTO, CANADA

*You are Sure to Have Enquiries for*

# FOLDING CHAIRS AND CARD TABLES

***During the Present Season for Card Parties, etc.***



No. 16. Non Tip Chair

The Chair and Table shown are especially adapted for such purposes.

They fold perfectly flat, are made from the best materials and are attractive, strong and reliable.

The No. 16 Chair is specially constructed ; it cannot tip forward ; it is an excellent chair for Theatres, Halls, etc.

***Write us for Quotations.***



No. 22. Card Table.

## OTTERVILLE MANUFACTURING COMPANY, LIMITED

**Otterville - - Ontario**

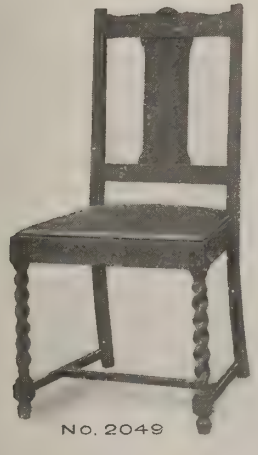
THE LIPPERT FURNITURE COMPANY, LIMITED

# Period Diningroom Furniture

KITCHENER ONTARIO CANADA



No. 2049
46" X 58" X 72"



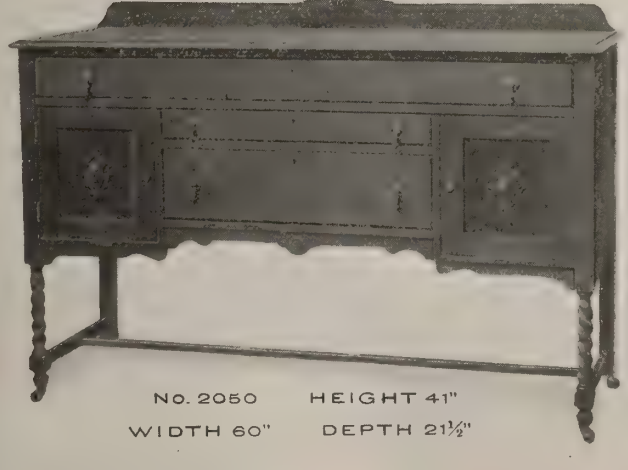
No. 2049



No. 2049 HEIGHT 64½"
DEPTH 15¼" WIDTH 42"



2049A



No. 2050 HEIGHT 41"
WIDTH 60" DEPTH 21½"



No 2049 HEIGHT 48½"
WIDTH 60" DEPTH 21½"

# Kapok Mattresses, Royal Box Springs, Felt Mattresses, Comforters, Pillows, Etc.

THERE ARE POSSIBILITIES FOR

# *Bigger Profits*

IN YOUR BEDDING DEPARTMENT IF YOU CARRY THIS LINE

PASSING AN OPPORTUNITY FOR BETTER BUSINESS LEADS TO STAGNATION — DECIDE NOW

## The Canadian Feather & Mattress Co. Limited

TORONTO and OTTAWA

*Win NEW BUSINESS*
*by featuring*

**Sidway**

*"Made in Canada"*

BABY VEHICLES

PULLMAN & COLLAPSIBLE CARRIAGES

SULKIES & STROLLERS

| | |
|---|---|
| ***New Year*** | Reach out after bigger business! The SIDWAY line is winning new successes everywhere—by sheer merit! |
| ***New Designs*** | The 1922 SIDWAY styles feature new shapes—new decorative ideas—improved mechanical features—more comfort—greater variety. |
| ***New Prices*** | A new list of attractive Prices that make selling easy and show a good profit-margin. |
| ***New Catalogue*** | Just off the press. Illustrates the complete SIDWAY line, with full specifications for each model. The finest catalogue we have ever produced. |

***We make what sells best in your territory***

If you have not yet received your copy of this handsome book, let us know and we will mail it to you at once.

## Sidway Mercantile Company

**864 Dufferin Street** **Toronto, Ontario**

# *Satisfaction and Goodwill*



No.495—Library Table 24 x 44, Red Gum

Every dealer tries to create goodwill. After all satisfaction is only another name for goodwill, because goodwill is created through satisfaction. The Knechtel line of furniture is produced with the idea of giving complete satisfaction, which means in the long run greater goodwill for the dealer.

The more you know about this line the more you will feature it.

***If you have not received our new catalog — drop us a line.***

**THE KNECHTEL FURNITURE CO.**
LIMITED
**HANOVER ONTARIO**



No.511—Centre Table
Red Gum. 26 x 26



No.688—Smoker's
Stand, Oak.



No.497—Smoker's
Stand, Oak or
Maple.



No. 496—Smoker's
Stand, Oak or
Maple.

# G. L. IRISH

**497-499 Queen Street West, Toronto**

***Manufacturer and Importer of***

**Picture Frames - Mirrors - Mouldings - Serving Trays**

**Floor Lamps - Silk Shades - Statuary, Etc.**

Big reductions in prices in all lines since January 1st — we wish to thank the dealers who placed orders with us at our $5000 display at the furniture exhibition in the million dollar arena—we were not the only ones who did a big business as exhibitors did a rousing business, those who saw our display all went away satisfied that we had the up-to-date goods at right prices and we will sell them in the future.

We showed an extensive line of Silk Shades ranging in price from $5.00 to $40.00 in Silk, Parchment and Crystal Glaze —all the latest Floor Lamps in Mahogany, Gold, Polychrome and ornamental patterns from $7.00 to $30.00.

Table Lamps and Shades complete in Mahogany, Polychrome, etc. from $3.50 to $20.00.

In our Statuary display we did a big business in our gross assortments of different finishes at $90.00.

Our Serving Tray assortment at $75.00 in squares and ovals in mahogany, walnut and oaks made a big hit.

*Write for circulars of above goods.*

**G. L. IRISH**

**497 to 499 Queen Street, West**
**Toronto**

# BELL FURNITURE

## *will speed up your turnover*

THERE is a certain class of trade on which every dealer depends for volume of sales. Bell furniture is particularly designed and produced to appeal to this trade, because it is attractively priced, neat in design, and has genuine value as its foundation.

Bell furniture is a popular line, and therefore can be depended upon to speed up your turnover. An investment in this merchandise will be a profitable one for you. Our new catalogue will be mailed shortly, and if by chance you do not receive it, let us know and one will be sent to you right away.

THE BELL FURNITURE CO.
LIMITED

SOUTHAMPTON - ONTARIO



# "BETTER QUALITY" FURNITURE

***Always popular with the trade***



Tea Waggon No. 2141

It only needs a trial order to convince you that "Coombe Creations" are well worth featuring. ¶ Real values, excellent designs, and all-round quality are evident in this line.

You should have our catalog and latest price list—write now.

MEMBER HOME FURNISHINGS BUREAU INC. 1921 BETTER FURNISHED HOMES MEAN GREATER HAPPINESS TRADE MARK REGISTERED

**THE F. E. COOMBE FURNITURE CO., LIMITED**

KINCARDINE ONTARIO

**We are now showing some very attractive new designs in**

***MOULDINGS and FRAMED PICTURES***

**for Spring delivery**



No. 42201 The Blue Boy

Illustration shows our No. 42201 an antique gold frame in greyish tone with light blue hollow at back, fitted with hand colored Gravures in Art Design in a good range of figure subjects from the Old Masters.

**Phillips Manufacturing Co.**

**Limited**

**258 Carlaw Ave.** **Toronto, Ont.**

# *Don't Confuse Price with Quality*

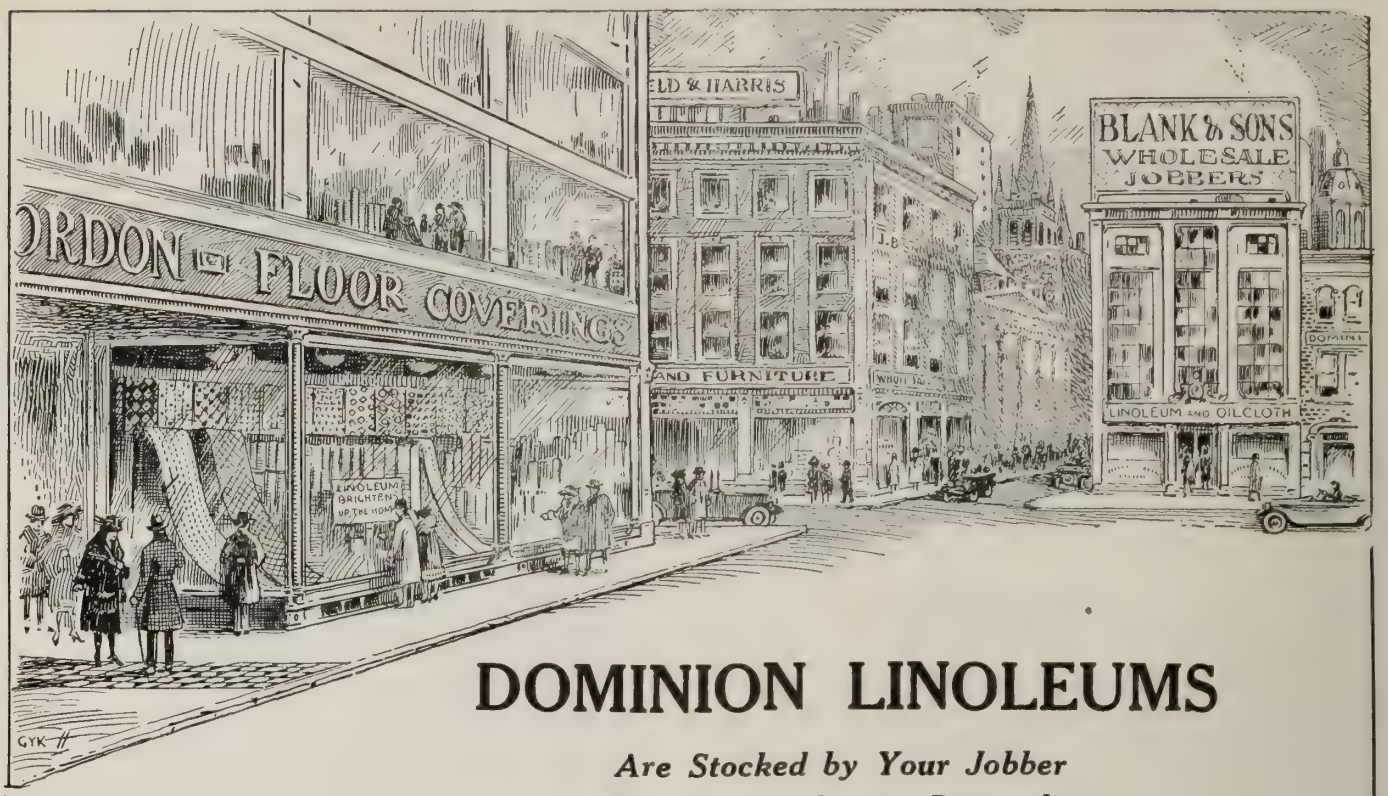




Price is only of interest when its relationship to quality is taken into consideration. By this test you will find that Meaford furniture will exceed your expectations. It is a line that meets your customers demand for true value, and also meets your demand for a ready selling line that brings profit to you. We have a very wide range of productions, which you should know about, and a line from you will bring full information.

## The Meaford Manufacturing Co., Limited

**Meaford - Ontario**




# DOMINION LINOLEUMS

***Are Stocked by Your Jobber***
***He will Supply you Promptly***

It is a real advantage to have your source of supply close at hand. When checking over your needs in linoleum, oilcloth, linoleum and oilcloth rugs, you can always be sure of obtaining stock quickly.

Be prepared for the early buyers by going over your stock now. Customers will come to you for their needs, and many will come this year earlier than usual. Be prepared to secure their orders by having an array from which they can select what they want. Every merchant who carries a big selection will obtain more orders.

**DOMINION** (DOMINION OILCLOTH & LINOLEUM CO. LIMITED · MADE IN CANADA · MONTREAL) **LINOLEUM**

oilcloth, linoleum and oilcloth rugs are fast replacing worn-out carpets and rugs in many Canadian homes. They have advantages with which every merchant is familiar, and housewives are being made acquainted with these good points in our extensive advertising. Sell the customer early — while in buying mood.

*Our new 64-page pattern book for 1922 will be in the mails this month. If you do not receive a copy write us direct.*

## DOMINION OILCLOTH & LINOLEUM CO., LIMITED

**MONTREAL**

# THE SMALL STORE WITH A BIG BUSINESS

**Advertising and sales contest have helped Prince Edward Island firm build up a big trade.**

By W. E. DALEY

BRACE, McKay & Co., Ltd., can be called "the small store with the big business", founded by Mr. J. A. Brace of Summerside P. E. I., thirty years ago, created into a joint stock company in 1913, having Creelman MacArthur as President, L. R. Allen, Vice-President; A. S. McKay, Secretary-Treasurer, under the thorough supervision of these executive officers the business has flourished greatly till it has assumed its present-day standing and it is still going strong.

A very good way of displaying furniture to advantage is in having several rooms so furnished as to give one the idea of being in a private dwelling—having such an arrangement enables us to present furniture to the best possible advantage, bringing into effect the different color schemes, and showing the better grade of furniture. Three or four of these furnished rooms which represent an entire house, become a very convincing and forceful argument along the selling line.

Furniture is only one of our lines, hardware and groceries being the others. Fox wire netting is one of our leading harware items and is an item which is becoming more and more important and receiving a greater demand each year. The raising of the silver fox on P. E. Island about fifteen years ago created a demand for a wire netting which possessed qualities that were lacking in the ordinary farm or poultry grade of netting. Having an intimate knowledge of the requirements and also with an eye toward the sale of such a material as an extra commodity, our managers secured an oversea agency from the manufacturers, perfected a specification for a special made-to-order galvanized fox netting that was instantly approved by all the leading ranchers throughout the country, and today enjoy a demand that is second to none—as we are selling it all over Canada from the Atlantic to the Pacific, throughout the U.S. and Newfoundland. So much for the fox wire netting.

The policy of this firm has always been to give the customer every attention—to keep old ones, and create new ones, giving each individual a fair and square deal and selling only the best of everything—such as can always be recommended. This method pays.

One of the most successful methods for increasing sales we have found is to get several of the leading stores to pool their interest in obtaining special trains from the Eastern and Western extremities of the Island which gives the people an opportunity of travelling on these trains at greatly reduced rates, and at the same time save money on many items of the big special sales which are held.

One of our recent plans to induce bigger buying was the giving of a duplicate ticket free with every purchase of a dollar's worth of goods in the store and enabling the holder to guess the number of beans in a sealed jar. This jar was on exhibition in another store, so that no unfairness could be charged. Over fifty prizes were offered running from a flashlight to a phonograph. This contest lasted a week.

## WHAT ADVERTISING IS DOING

THERE was a time when a furniture dealer believed that a satisfied customer was his best advertising. Therefore he thought that was all the advertising he needed. In a way he was right, but think for a minute. How much time do you spend boosting the other fellow? It is true that you should satisfy and keep old customers by delivering the goods and rendering a service, but you cannot grow simply by holding your own. You must sell more merchandise to more people. You can create a demand by telling about usefulness, value and quality and say les about the price. Price advertising produces one-time results and is a good thing occasionally, but it is generally overworked.

Advertising that builds for a future will not always create an instant demand, but it will sell the idea and the use of the article—then the sale can be made easily.

In your advertising you should not ask for business. You should advertise to educate your customers so that they would know what benefit your merchandise and your store are to them. Advertising is merely doing something and then telling folks about what you are doing.

When business is good advertising is an opportunity, when business is bad advertising is a necessity. A splurge now and then does not produce results.

It is necessary occasionally to have a full-page advertisement in a dance program or a page in a cookbook, but from an advertising standpoint it is mostly waste of money. It renders good-will and should be charged to donation.




Brace, McKay & Co. take big space in their local paper to tell the public their store's story.

# A GOOD NAME IS BETTER THAN GREAT RICHES

*From the hand-made furniture of Chippendale, Hepplewhite, Sheraton, the brothers Adam, and other famous designers and makers of furniture to present-day Canadian Furniture is, indeed, a far cry. From the pioneer days of the Furniture Industry in Canada to the present day is a short period in comparison; but what wonderfully different furniture! How much more skilfully designed, and how much more attention is paid to artistic details, which are so necessary to complete the pieces.*

*One of the pioneers of the Furniture Industry in Canada, the late Mr. John S. Anthes, the founder of the Anthes Furniture Company; recently re-organized as the Anthes Baetz Furniture Co., Limited, was a real builder of High Grade Furniture. Certain standards of quality were set, and were lived up to. His name to-day, to the older furniture dealers of Canada brings to mind immediately, the thought of Anthes Furniture as the best furniture made in Canada in his time. In the original Anthes Manufacturing Company, preceding the Anthes Furniture Company, the father of Baetz Brothers was interested, and was President of this original Company for many years.*

*It was at the original Anthes manufacturing Company that Charles J. Baetz learned the trade of Cabinet-making and in those days training was training. This training was under the most capable mechanics in the factory recognized as making the best of High-Grade Furniture. Later on 'Post-graduate' Cabinet-making coupled with actual work at the various machines in some of the largest and best furniture shops in Michigan has given "Charley" an experience such as a few men have in the furniture Industry.*

*In 1908 Baetz Brothers commenced making Furniture. The high ideals imparted through inheritance and association with pioneer high-grade furniture manufacturers, were nailed to the mast then, and have not been deviated from since.*

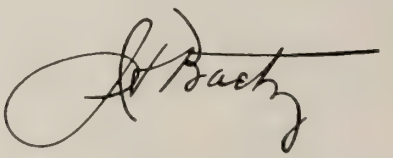
*To-day three shops are ready to serve you in this organization:*

*Anthes Baetz Furniture Company Limited*
*Dining Room and Chamber Furniture*

*Baetz Brothers Furniture Company, Limited*
*Furniture for the Living Room*

*Baetz Brothers Specialty Company, Limited*
*Portable Electric Lamps and Shades*

*Each of these specialize in their own line, but each have the same ideals "Quality and Character".*



*Managing Director*




Group of manufacturers and their representatives at the Toronto Furniture Exhibition.

# A SUCCESSFUL EXHIBITION AT TORONTO

## New Arena building best house the metropolis has had so far—Prepare for bigger show in 1923.

JUDGING by the splendour of the various furniture samples displayed at the recent shows and the attendance of visitors from both east and west, it can safely be said that the 1922 furniture exhibitions have been a success. It can further be said, after interviewing a number of prominent furniture manufacturers, that the industry has rounded the corner and is climbing the hill to better things.

Last year was a medicine year. It was hard and bitter for most of us, but it was seemingly a necessary proceeding, and now we are in a healthier condition.

The Toronto exhibition was a success. If it had been possible to make sure of getting the Arena building earlier no doubt a larger number of exhibits would have been housed there. However, there was a large number of manufacturers represented, and no doubt next year this number will be increased, for the Exhibition Arena is capable of holding four times the number of displays as were seen there this year, for there is another wing to the building as large as was used this January, and the ground floors could be utilized as well.

The Arena may not be an ideal furniture show building, but it is the best building the Toronto committee have had so far, and it is a splendid general exhibition building.

### Something About the Exhibits

ONE of the biggest displays at the Toronto Exhibition was that of the *Gold Medal Furniture Company*. Of a number of new Chesterfield suites coming through the company specialized on three all-over upholstered suites-Nos. 831, 818 and 818½—and seven new cane suites. Very noticeable was the high quality if tapestry used, and the comfortable loose cushions.

Also featured was the improved and perfected Bell pattern Gold Medal divanette, which lays claim to being one of the quickest and easiest working bed-divanettes made. No bolts are used in its construction, so purchasers can set up the divanette themselves. It takes a six-foot spring mattress, which forms a J-fold when closed, and when opened is the same height as a brass bed with no bars or obstructions. Seven different divanette suites were shown.

One of the most interesting parts of the Gold Medal display were the Chesterfield-davenports, easily made into a bed and taking a full-sized bed mattress. The cushions used in all the upholstered productions of the company are the new machine patented Gold Medal cushions, which are now made in the Toronto factory as well as at Montreal.

The mattress line was featured with the new Gold Medal inspection pocket, a contrivance by which purchasers can see exactly what the contents are. New coil spring mattresses; several new parlor suites; and the Gold Medal phonograph in various period designs, with cabinet benches, also formed part of the display. And a large showing of tapestry, mohair and velour coverings also were displayed.

*The Canadian Feather and Mattress Co.* besides an attractive showing of their kapok and felt mattresses, Royal box springs, comforters and pillows, made a strong play on their new lamb's wool mattress and on their new colored ribbon ticking for mattresses. The claim is made for this company's line that its productions are the cleanest and most sanitary in Canada. Five grades of felt mattresses were displayed in addition to their high-grade kapok mattress with Imperial and French roll edge. A line of feather pillows was also shown, filled with feathers from chickens to the finest down.

*The Hespeler Furniture Co's* display was one of the best in the Toronto Exhibition. The whole exhibit was new, and consisted of dining suites in both walnut and mahogany. In bedroom furniture, thirteen new suites were set out. A similar number of diningroom suites was as well shown, with four new suites coming through.

All the exhibits were built on period lines, with Italian, Renaissance, Chippendale, and modified William and Mary and Queen Anne predominating. The display was well worth seeing. One example of beautiful furniture was a Queen Anne mahogany bedroom suite with twin beds. Noticeable in this and the other suites were the long mirrors on the vanity cases, and the foot rests with most of the dressing table benches.

In the diningroom suites some of the extension tables had the gate-leg drop-leaf feature, making them economical suites for apartment house use. Smokers' stands and pedestals were also features of this display.

*The Lloyd Mfg. Co.* showed a very complete line of some forty baby carriages, sulkies and stollers, all of them new

models. Samples from their line of doll carriages were as well displayed. All these carriages are of the famous Lloyd loom weave fibre. An outstanding feature of the display, which attracted a great deal of attention, was a "Lloyd-loom" bassinette. It was about the last word in this line of goods for the baby.

In addition to the extensive line of baby and doll carriages was the new Lloyd-loom furniture. Constructed on the same lines as the carriages, this fibre furniture had all the beauty and utility of reed and rattan furniture, and is adaptable to upholstering. The several linvingroom suites shown were splendid examples of what can be accomplished by this method of furniture-making. Complete suites of this line are expected to be made in the company's Canadian factory at Orillia in about three month's time.

*The Canadian Mersereau Co., Ltd.*, featured very strongly their new wood-finished beds in steel and prominently displayaed seven or eight cane panel models, some with floral decorations. These wood finished beds harmonize with suites of walnut or mahogany, and were shown in double-bed size and also twins.

The "Way sagless springs" used on Mersereau beds were likewise well displayed, and a big line of brass and enamel beds were as well shown.

*The Arrow Bedding Co.* featured their "Snowflake" white cotton mattresses along with their felt mattresses and their Arrow upholstered box springs. Varied colored tickings added much to the samples on display and brought out the features of the Arrow lines.

*The De Luxe Upholstering Co., Ltd.*, made an elaborate showing of their newest suites. Particularly noticeable were the suites in combination effects of cut velours. Rich tapestry and mohair suites were also shown. About eight suites in all were displayed, two of these Chesterfield suites being particularly beautiful. A new fireside chair was the novelty of the De Luxe display and was very favorably commented on.

*Matthews Bros., Ltd.*, Toronto, made a very pretty showing of their latest pictures, frames and mirrors. For these latter the company lays claim that they always please, and judging from the samples shown they live up to their reputation. Bathroom cabinets in enamel and tea trays in many combinations and colorings were attractive features of a very pleasing display.

*The Queen City Upholstering Co.* featured their new five-in-one chair, which with little adjustment can be turned into an arm or a morris chair, a convalescent chair, a couch and a bed. Also this company displayed low-priced Chesterfield suites and couches.

*The Toronto Specialty Mfg. Co.*, Bradford, Ont., make doll and baby carriages, strollers, shoofly rockers and kindergarten sets, and these articles formed the base of their display. The company is at present going in strong for strollers. Their line has large beds, as large as a baby carriage. The doll carriage line shown was very good.

*The Geo. Gregg Co.*, Toronto, importers of sea grass furniture and grass rugs, showed several examples of their lines in both adult and children's furniture for livingroom, sunroom and porch, in suites and individual pieces.

*The Langslow Co., Ltd.*, Cobourg, made an exhibit of their complete lines including their recent addition of livingroom suites and library tables. Specially featured were two den oak suites, made to sell at a low price. This company are makers of the patented Moulthrop adjustable school chairs. These were shown, as also was the line of office desks and chairs.

*The J. B. Watson Furniture Co.*, Kincardine, made an excellent exhibit of their high grade reed furniture. Four new livingroom suites were on display, upholstered in cretonnes, tapestry and shadow-cloths. Several parlor suites were also shown, and pieces for den, livingroom and sunroom.

A fernery-aquarium made a showy central piece, and other fancy pieces were floor lamps, bird cages, writing desks, card tables, dinner wagons and other similar gift lines. All of these were shown in various finishes. A blue livingroom suite with henna trimmings looked startling at first, but wore well on the eyes on second glance. The display was one of the most beautiful in the whole Arena.

*G. L. Irish* showed complete samples from his various lines. In floor lamps attention was directed to the new ishable. These were shown in several exclusive designs—shades of crystal-glazed silk, which is said to be non-per-Tudor, Winchester and Empire styles. The standards for these lamps are antiques in polychrome patterns and some in mahogany finishes. Tiffany, polychrome and gold of Romanesque period were the newer patterns of standards for the all-silk lamp lines.

In serving trays a nice new line of ovals and squares were shown in walnut and mahogany finishes with plain and ornamental bottoms. Some of the bases had transfers, others silk and still others linen under the glass.

The new pictures and mirrors had polychrome frames. Polychrome, too, features the book rests, table ornaments, fruit bowls and candlesticks.

In table lamp shades parchment still holds, and in statuary the new thing is the Tiffany finish.

The newest novelty line runs to silhouette picture lamp shades, china doll shades and electric boudoir dolls.

*The Lucknow Table Co.* featured their line of pedestal and Queen Anne tables in quartered and plain oak and red gumu with walnut finish. As well they showed a new line of library tables in oak. and some new oak bedroom and kitchen tables.

The company expects to have four or five more new designs in library tables very shortly. All their eight-foot pedestal extensions are made in solid pillar, with drop-leg bracket.

*The H. E. Furniture Co.*, Milverton, displayed two new lines of kitchen cabinets—a large size, 48 inches wide, and a small size, 36 inches wide. Another feature has been added to their cabinets in a small cutlery drawer. This will be added to all their cabinets in future.

In cedar chests four new patterns were shown and seventeen samples of their regular line. A couple of kitchen tables, in enamel and oak, also featured this display.

*The Kilgour Davenport Co.* showed a dozen bed and divanette suites in show wood frames, covered with silks, tapestries and velours, and loose cushions. Mahogany and walnut were the predominating woods. One new livingroom suite had cane backs and ends.

A couple of "library-diner" tables were as well seen.

*Dominion Bedstead Co.*, Montreal, featured in this year's display their hand-grained wood-finish bow-end beds. Both twins and double size beds were shown in walnut and mahogany finishes. The main feature of these beds is the patented lock, no thumb-screws being necessary.

*Progress Spring Bed Mfg. Co.*, Montreal, showed their anti-sway Pullman feature, which protects the mattress from sliding off the bed and keeps the edge from sagging. The spring is made of Globe-link, one continuous spring. Adjustable castings make this spring fit any sized bed.

Owen Sound Factories' Displays

*The North American Furniture Co.* and *The Owen Sound Chair Co.* made a notable joint display, one of the finest at the exhibition. A Venetian grey suite was the central feature in the bedroom furniture section. Decorated with light green trimmings and green and red polychrome it made an ideal show piece.

In livingroom stuff there were many pretty and comfortable chairs and rockers and seats, upholstered and with cane or decorated backs. most of them on period lines. The all-wood line of chairs ran principally to Windsors. In fact Windsor design was a strong one with the Owen Sound factories. Several Chesterfield tables and library tables were featured in this section.

The Chair Co's. display of livingroom chairs on period lines was splendid. A modified Queen Anne suite and a William and Mary were prominent in these. Chesterfield suites in cane were as well featured. These with their loose cushions and bolsters were very nice.

In the dining furniture section a very fine Jacobean suite was to be seen, and another period suit in quartered oak.

The new bed suites were prominently featured. An ivory enamelled Louis XVI and a chrome walnut Chippendale suite were very much admired.

The Owen Sound Chair Co. also displayed a new line of office chairs in oak; some theatre chairs, and some restaurant chairs. Chrome walnut, oak, kyonyx and walnut were the woods chiefly used.

*The Andrew Gray Uuholstering Co.* showed fine suites of upholstered three-piece livingroom suites in tapestry, figured velours and silk damaask. They made up a beautiful line.

*The North American Bent Chair Co.* featured their new reed line, this being th first time this line was shown at an exhibition ,as it was only last year the company began making this class of goods. About ten reed suites were shown, in addition to a large number of individual chairs.

Three new breafast suites were also shown; one in polychrome, one in ivory enamel with dark blue and one in brown and white. Like the other Owen Sound companies the new chairs ran to Windsor design, six xdifferent lines in this design being shown.

While making furniture for livingroom, diningroom and bedroom chairs and rockers are a big line. They run from baby chairs to the most ornate chaair for the livingroom, some fine pianc benches and dressing table benches being shown.

*The Knechtel Kitchen Cabinet Co.* made a fine showing of about two dozen cabinets and a dozen combination kitchen work tables. The newer and later models of both tables of both cabinets have enamel sanitary tops, while the enamel, maple and oak finishes are used in the cases.

The porcelain-topped work tables for kitchens were decidedly fine and caught the eyes of the women who visited the show when it was opened for the public.

*The Marshall Ventilated Mattress Co.* made a fine showing of their products. The floor of the booth was covered with cotton and the sides were fenced and lined with Marshall spring mattresses. Two display stands, one at either end of the booth contained samples of the filling used in the Marshall mattresses and sections of them as well. These are the display stands for dealers' use.

The company featured their new style sanitary mattress, which has deeper springs than last year's make. The deeper springs increase comfort and restfulness, and as




A neat display at the Toronto Furniture Exhibition by the The Marshall Ventilated Mattress Co., Ltd., Toronto.

well add to the appearance of the mttress. To give distinction to this new Marshall a specially-designed high grade ticking of striped fawn and white has been adopted as a covering.

*Peppler Bros.*, Hanover, made one of the biggest and finest displays at this year's exhibition. The whole exhibit was a splendid one. Both bed and diningroom furniture in period suites were featured, and all in walnut. Some of the bedroom suites had polychrome finish and others were decorated in two-tone effects.

It was noticed in the dining section that most of the buffets came with low rail and no glass, anad most of the beds had bow ends. Queen Anne and William and Mary were the periods most favored. About seven new suites of dining room furniture and the same number of bed suites were in the display.

*The Sidway Mercantile Co.* this year featured their new fibre carriages and their new colors, the latter being frosted blues and frosted browns and a siver-blue finish.

The fibre line of carriages are entirely new this year, and are being made in the Toronto factory. Fibre is being used also in the new carts and strollers.

The Allwin line of carts and carriages have either wire or wood wheels and are all rubber-tired. A "Dan Patch" wagon has been added as well to the line.

The whole exhibit was the best the Sidway people have ever put on and all told was a beautiful show, nearly 100 different styles of carriages beingshown in various colors and finishes.

*Morlock Bros.*, Hanover, displayed their latest productions in parlor and livingroom upholstered furniture. Marshall cushions are used by this firm, and these added much to the appearance of the Chesterfield suites. All styles of coverings are used.

The couch line and library suites were as well displayed, as also were the extra chair and rocker lines.

*Malcolm & Souter* made a splendid display of bed and dining suites in periods. Walnut and mahogany mostly prevailed, though a gumwood bed suite on simple Adam lines was prominent. A couple of two-tone bed suites were in the centre of the display and a suite in the white was on the floor to show the high quality of the woods used by the company.

Italian and Queen Anne periods figured in the dining suites, and the gift line was represented by some fine library tables, sewing cabinets, Chesterfield tables and sick-bed tables.

*Carriage Factories, Ltd.*, Orillia, showed children's vehicles, doll carriages and toy furniture. Their baby carriages were in natural reed and some enamel samples. One carriage in wood and reed combinatiton, the body dark and the reedwork light, with small side windows made an attractive show piece. The doll cabs followed the large carriage line, and the children's furniture came in reed chairs, rockers and couches.

A toy furniture line in suites were shown in metal frames and reed seats and backs.

*The Preston Furniture Co.* showed half a dozen of their productions. A walnut and a mahogany office desk were part of the exhibit, but the feature was the "corkoleum" topped desks and tabales for offices, kitchens, restaurants and for card playing. The kitchen suites in white enamel were much admired.

*The Montreal Upholstering Co.* showed a beautiful line of upholstered stuff in velours, tapestry and velvets in a big range of colors and designs. The Chesterfield suites were rich in color and comfortable to use.

*Toronto Bedding Co.* showed a nice line of mattresses for beds and couches. These are filled with the finest of cotton felt and kapok. A specially strong line is their baby crib mattresses which are covered with ticking depicting fairy scenes in light colors. The general cretonne ticking line, too, is good, many fine colors and combinations being noted.

*The Reliable Mattress Co.* featured their various Japara kapok mattresses, which, they claim, are filled, not stuffed. Their layer-felt mattresses are guaranteed to be all layer and not loose centre.

## NOTES OF THE TORONTO SHOW

L. E. Wallington (the "Duke of Wellington") of the Langslow Co. and his companion, Frank Phillips, a Kingston furniture veteran, reported good business during the recent Toronto exhibition. It was the first time the company showed goods since opening in Cobourg.

The National Picture Frame & Art Co., Toronto, made a showing of their mirrors for bathroom and kitchen and their newer polychrome picture frames at the Arena.

The McClary Mfg. Co. showed stoves, furnaces and cooking utensils in graniteware and enamelware.

The Lee-Trimble Co. displayed children's furniture, featuring their kiddie-koop.

The Imperial Oil, Ltd., showed plain and fancy candles, "Ioco" liquid gloss, "Imperial" floor dressing, and "Imperial" household lubricant.

Stuart & Des Rosiers, Montreal, displayed and demonstrated their "Goddard" health bed, for outdoor use.

The LePage Communion Cup Co. showed and demonstrated several of their "Silvertone" phonographs, which, in various period designs, caused much interest.

The Canadian Carpet and Comforter Mfg. Co., displayed comforters, pillows, cushions, carpets, rugs, stair-pads and mattresses.

The exhibit of the Hespeler Furniture Co. at Toronto was a duplicate of the Company's showing at their permanent warerooms at the Hespeler factory. These showrooms have dimensions 110 by 75 feet.

*The Lloyd Mfg. Co.* expect to be turning out livingroom suites of Lloyd-loom woven furniture about the beginning of May.

*Raymond Walker*, the "Gold Medal" man, now a good Shriner, claims to be eligible for the Knights of Columbus. He went down to Ottawa recently to see a cousin ordained priest, and then hurried to Montreal to see his half-brother received into the Anglican ministry.

*The Hall Zryd Foundry Co.*, Hespeler, made a display of their "Pilot" furnaces and ranges at the Toronto Furniture Show.

*The C. P. Fabien Refrigerator Co., Ltd.*, Montreal, made their first showing of refrigerators in Ontario. The company makes twenty-two styles of household refrigerators, built upon "no frills, but utility and practicability."

An agreeable and happy group of Maritime furniture dealers came up to the exhibitions. The party included: Ernest Everett of St. John, Jas. Lannigan, of Halifax: D. W. Burns, New Glasgow, and B. E. Smith of Moncton, N.B.

# STRATFORD'S GREATEST FURNITURE SHOW

Spendid displays made by all factories in the Classic city during last month's furniture exhibition.

STRATFORD made its greatest furniture show last month, and the way visitors were handled reflects the greater credit on the officials who looked after the detail of arrangements. The shows were well worth visiting and the number of people who turned out were all satisfied with what they saw.

*The McLagan Furniture Co.* always make a splendid and elaborate display, and this year's show was no exception With their diningroom suites in rooms along one side and bedroom suites in rooms on the opposite side, a very good arrangement was arrived at. Colored lamps and banks of ferns interspersed amid the furniture brought out many of its beauties.

In dining suites a Spanish Chippendale period design was much admired. Its enclosed cabinet and the gold touches for decorations made it very classy. Another noteable suite was a Louis XVI period, with semi-enclosed cabinet and duo-tone decorative effect.

There was a beautiful mahogany suite displayed, built on period lines, quite simple as to design, but very rich. This, too, applies with equal truth to an Italian suite in two-tone effect.

A Jacobean suite in both walnut and oak, with a slight touch of color on mould, high light effect, and low-backed diners created much comment. The lacquer finish on this and some of the other suites was especially good, bringing out flake and figure not possible with ordinary lacquer. The low-backed diners with this suite had burl-veneered banisters.

A conventional suite of Gothic Chippendale with burl walnut front and grey overlay veneer was much admired by the better class of dealers. This was shown in polychrome, but is made also in walnut.

A Queen Anne breakfast suite and a hand carved suite of the Tudor period in walnut elicited much favorable comment. In all a dazen new dining suites and six new bedroom suites were displayed

The new hall furniture this year has a slight touch of color, in fact polychrome has worked its way into almost every room in the house.

A livingroom suite on Italian lines with an odd-construction table showed very good taste. And spinnet desks with almost every suite seem to be the thing at present.

The bedroom suites this year have moveable hand mirrors in addition to the stationary ones in the case, and low-foot beds are very popular. French designs are favorites in bed suites, both Louis XV and Louis XVI featuring in many designs.

In small goods the usual range of furniture items figure with polychrome and color effects.

*The McLagan Phonograph Corporation* featured Italian designs and a Chippendale table phonograph as centre pieces. An Italian consol table with polychrome and gold decorations made a beautiful exhibition piece.

A pedestal phonograph on Italian lines in grew with polychrome decorations caused much favorable comment.

In the Farquharson-Gifford Plant

*The Gibbard Furniture Co. of Napanee*, specializing on solid walnut furniture and some solid mahogany suites, made a tasty grouping of their lines. The point was emphasized in the display that "solid" means no substitute or veneer—the piece of furniture is as it is marked.

The company makes tables, and they feature them as made to match any suite. They have branched out into solid mahogany suites in bedroom furniture, the sides and backs of which are also solid. Every piece of furniture is stamped and tagged with the Gibbard guarantee, which tells of the kind of wood used in its manufacture.

In all some ten suites were shown around th outside of the booth, all of them period suites. Library tables, dining tables, buffets and china cabinets occupied the centre. The buffets were shown with wall mirrors above and not attached to the buffet.

*The Farquharson-Gifford Co.* made a fine display of their better grade livingroom suites in some eight rooms on one side of their showroom, and their Chesterfield lines in the main section of their display booth. Racks of tapestries, velours and mohairs were interspersed through the exhibit, to show what a big range of coverings the company is using this year.

In some of the newest suites fireside chairs formed part of suite in addition to the arm chair or rocker. One suite showed a stool as an extra piece with a small sized Chesterfield.

A blue and gold damask suite made a very showy exhibition suite. The showwood frame was very fine. A mulbury-colored suite was also remarkable.

"Royal" easy chairs and davenport-bed lines completed a very praise-worthy display.

In the Kindel Bed Building

*The Stratford Mfg. Co.* featured their new dinner waggon line, a number of samples taking the space in the centre of the booth. Around the side walls the newest screens were displayed, real burlap with decorated panels running to historical and Oriental scenes being this year's favorites.

Some new folding card tables, cretonne being used as a covering instead of baize, were shown for the first time. The range of novelties is extending and embraces pedestals, library tables, smokers' stands, umbrella stands, and similar pieces.

Lawn swings, seats, kindergarten sets and theatre seats completed the display.

The Kindel Bed Co's display was beautifully set off with floor lamps and colored ceiling lights, enhancing the worth of the show. Kroehler davenos and bed-davenports were shown in a great variety of patterns, the light rail feature being noted on all the new exhibits.

Several new period suites were in old English oak; others had cane panels; quite a few had showwood frames in period designs. A couple of partly-manufactured chairs

to show construction and to enable dealers to dissect were the centre for many visitors.

A glance through this splendid exhibit sent home the fact of the company's greatly enlarged Chesterfield line, and made noticeable the new additions, among which were some fine fireside chairs.

### At The Stratford Chair Factory

*The Stratford Chair Co's.* display of new furniture showed how strong is that company's diningroom suites, several of which were shown. There was an Italian suite in oak with Windsor-shaped upholstered diners and gateleg table. A new walnut dining suite on simple period lines had a 66-inch buffet and chairs with cane back. Hitherto 60-inch buffets had been the limit. Two other dining suites were in plain oak. All told this company showed five new dining suites.

The new bedroom lines were two suites, one in plain oak and one in gumwood. Several new livingroom chairs were on exhibition, and a great many other chairs and office furniture were displayed.

*The Stratford Bed Co.* had no new lines on exhibition, but they displayed about two dozen of their standard and most modern brass beds in various finishes.

*The Meajord Manufacturing Co.* made an outstanding display, one of the features of the 1922 exhibition, and the best that company ever displayed. The principal feature of this display was a seven-piece bedroom suite in grey enamel with ivory-colored side panels and colored floral transfer ornaments on the various pieces. The bed had bow ends, there was vanity, dresser, chefforette, and three chairs.

The Meaford Co. is going in for furniture of better grade and style, and are now using all woods and finishes. Besides the centrepiece above-mentioned there were several other bedroom suites in walnut, ivory and mahogany shown, besides bathroom cabinets, wardrobes, writing tables, desks, book-cases, parlor and library tables, small seats, etc. A walnut dining suite, Colonial period, was also shown.

### Fine Reed Furniture

*The Imperial Rattan Co.* made an exceedingly striking display of their livingroom and diningroom reed suites set out in eleven distinct and separate rooms. Of the livingroom suites one in grey enamel, Gothic period, with light blue touches; and another in ivory were decidedly pretty. These suites were complete with table, settee, rocker, armchair, writing desk and chair, floor lamps and flowerstand.

In the dining suites an oak finished suite looked both neat and serviceable. It had table and four diners, dinner wagon, serving table, flower-box and smokers' stand.

A childrens suite in ivory with rocker, table with glass top, arm chair, bassinette, fern-box and sewing-stand all on a miniature scale was much admired.

In all some seven livingroom and three dining suites were displayed, in colors of ivory, walnut and French grey.

In the centre of the showroom were set out a number of livingroom suites and odd chairs amid a bower of floral decorations along both sides on the pillar basis. Another long room contained "old hickory" furniture for lawns, varandahs and outdoor use.

*The Globe-Wernicke Co.* featured their newest production their "Universal' desk and bookcase, the principal feature being the doing away with the metal strip seen on other elastic cases, yet not losing the elastic features. The "universal" comes in birch walnut, birch mahogany and quartered oak, with fumed and golden finishes. The samples displayed made the line look like a good, clean-cut finish.

In office desks six or seven new ones were set out in solid mahogany and oak. A new typewriter desk with a horizontal drop looked a dandy. The company is going strong on office desks again, after being out of the manufacturing of them for a time.

The "Clemco" typewriter combination desk (all quartered and semi-quartered) was an attractive proposition, as also were the office cabinets, files and stationary lines.

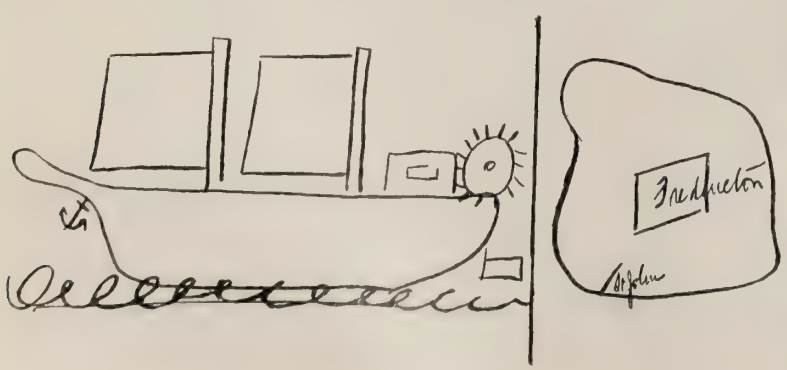
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### Stratford's Exhibition Notes

The Stratford manufacturers went to Kitchener to their Banquet on January 18th, and they returned the compliment by inviting the Kitchener and Waterloo manufacturers to Stratford on Friday January 20th for lunch. About twelve or fifteen took advantage of the invitation.

Mr. H. W. Strudley, president of the Stratford Association, acted as chairman. Mayor Gregory welcomed the Kitchenerites to Stratford, and Mr. Baetz replied for the Kitchener bunch. A musical program during the lunch was given by some of the girls from the different Stratford offices, and the visitors were afterwards shown over the different displays, returning to Kitchener in the afternoon.

It might be of interest to know that Mr. W. E. Sinden, late of the J. C. Henry Company, Sudbury, has taken the Globe Wernicke Company, Imperial Rattan, Stratford Mfg. Co's lines for Northern Ontario, including Owen Sound, Palmerston and that section.




WALTER IS BOTH AN ARTIST AND A BOOSTER

One of the visitors to the Stratford exhibition was Walter Jennings of Fredericton, N.B. One evening at the Club Rooms he was talking about the recent big race at Halifax whereby the Canadian boat "Bluenose" beat the American. The first picture is his conception of the "Bluenose," and the second is a map of New Brunswick showing the relative size of Fredericton and St. John, according to Walter.

# KITCHENER'S SPLENDID FURNITURE SHOW

## Half a hundred different exhibits made at Kitchener-Waterloo—Brief description of new goods

KITCHENER outdid itself in its exhibitions this year. Never before were its arrangements so complete; its displays so big and varied; its entertainments so pleasing; or the numbers of visitors so great. Several days were necessary even to hurriedly run through the exhibits.

*The Baetz Bros. Furniture Co.* made in conjunction with the Anthes-Baetz Furniture Co. and the Baetz Bros. Specialty Co. a splendid display in the Anthes-Baetz factory, two floors of that building being allocated for display purposes.

The Anthes-Baetz line, covering bed and diningroom suites, were shown on one floor. One of the first exhibits to be seen in this display was a new breakfast suite in Italian oak. Italian and Spanish were quite prominent in much of the ew furniture displayed. One of the former suites was in walnut, polychrome finish, with bolstered diners. The Spanish suite had that tattooing so noticeable in last year's newer departures.

The diningroom furniture occupied the centre of the display, and some seven new suites were shown in all. It was noted, too, that practically all the buffets on display had low rail backs.

The very newest dining suite was an Adam design in walnut. The side table instead of the closed compartment had an open full-sized shelf. A mahogany suite, also of Adam design, was as well beautiful. The table was octagon-shaped.

In bedroom furniture, grouped in suites about the walls, were a great number of new designs. They were mostly in walnut and enamel of period designs; and on the beds and dressers were featured electric lamps in fancy styles and with silk shades. One of the enamel suites in ivory had a very fine cheval mirror, and the suite was decorated with light colored floral transfers. Hand mirrors were on the dresser, and, as was the case with so many of the new suites, the bed had bow ends.

Another enamel suite was in grey, two-tone effect, with very large mirrors. A walnut suite had two ornamental candle-light holders on dresser.

A Florentine suite in dusty walnut finish was perhaps the most striking of the new bedroom suites; and a post-Colonial suite in walnut, with four-poster bed, was among the most striking of the new things shown at this year's exhibition. Colored floor lights and table lamps greatly enhanced the display.

In the Specialty Co's. display was a great showing of candle-sticks in various sizes for both wax and electric lights. All the shades shown were new and exclusive colors. Some of them were in combinations of colors, so beautiful that they are hard to describe. They made a riot of gold and red, pink, blue, green and other tints and shades. To see the exhibit lighted was a most beautiful sight.

In floor lamps several new polychrome finished stands were shown. Their combination colors of blue and gold and red made them very attractive. A number of dinner wagons also formed part of this display, as did, too, the line of pedestals.

The Baetz Bros. upholstered line of livingroom furniture showed many new items. The suites were in many periods and finishes. A Louis XVI suite in blue and gold, was of walnut with cane backs and loose cushions.

A fireside suite—chair, rocker, arm and davenport with end table and library or reading table, was a striking first object on entering. Then there was a suite with tapesttry covering of dark pattern with wine-colored rosette cushions, making a big color contrast.

Four Spanish suites were shown, and some high-backed hall chairs, some ferneries and some book racks. A Wilton upholstered Chesterfield suite was much commented on. Wilton as a covering is somewhat new; it makes a soft covering. Club chairs, too, were shown in this group in a rich red leather covering.

One whole side of the display was given over to tapestry upholstered suites, showing samples of the range and variety of this year's coverings. Several figured velours were as well shown.

A new library table with a bench, table ornament and candlesticks, all of Tudor period was a outstanding feature, as also was a library suite with old-fashion Roman chair. New consols and wall mirrors were as well part of this fine display.

### Jacobean Still to the Fore

*The H. Krug Furniture Co.* always make a distinct showing of elaborately carved furniture, and their exhibit this year was no exception. The Krug line is a real Jacobean line, and the great care exercised by the cabinet-makers was strikingly shown in the splendid exhibition of consol tables, library tables and Chesterfields, which were beautiful examples of hand carving.

The Krug Co. has a big line of hall furniture—wall mirrors, hall chairs, costumiers, umbrella stands, candle sticks—and all these, too, showed the care and lovely hand carving of the expert workmen. Then their were the living-room chairs and rockers, all of them both ornate and comfortable. The cane-seated line and the upholstered suites showed their fine carving. In this section were a number of gift pieces—ferneries and flower-stands, card tables, gate-leg fancy tables, and other drop-leaf tables.

One of the show pieces was an English arm chair, with cane seat, loose cushions and low back. It always attracted the attention of every visitor to he display.

The bentwood chair and office line is growing, many patterns being shown in mahogany and oak. Writing tables and parlor tables were also shown in this section.

### At Malcolm and Hill Factory

*The Malcolm and Hill Furniture Co.* made a much larger showing than last year. The line has been extended and many new suites added. Set out in rooms visitors were enabled to judge the merits and distinctiveness of the various designs.

Enamel bed suites were shown in white, ivory and grey. One in grey with seacock blue combination made an attractive show piece, and another in grey with gold trimmings was also attractive. Perhaps for distinctiveness a

Windsor design suite in enamel, two finishes, was very fine. Other suites were shown in mahogany and walnut, all of them of period design.

Two two-tone enamel suites called forth much favorable comment. One of these was an ivory with light brown, the other a light grey with a dark grey relief.

Library tables and writing desks in walnut also formed part of this splendid exhibit, and Windsor chairs came with many of the suites.

*The W. J. Armstrong Co.* are now making two grades of upholstered furniture-medium as well as high grade. Both grades are guaranteed, the medium is as good as the better grade, the only difference being that some non-essentials and extra ornamentations are left off.

The company showed four Chesterfield suites—two in velours and two in tapestry, besides a number of sample coverings. The colors were quiet and dignified, nothing gaudy about them, but rather restful to the eye.

*The F. E. Coombe Furniture Co's.* exhibit partook quite a deal of English lines. One of the chief features of their display was a copy of an English livingroom suite, the upholstery being down filling in both seats and backs, the covering being a reproduction of hand-embroidered work. The reclining chair in this suite was very comfortable.

All the suites shown carried loose cushions, and many of them had winged chairs instead of the formal rockers.

Hand-carving was featured in most of the pieces, even the feet of the heavily upholstered chesterfields had special carvings in the wood-show frames.

The color combinations of the tapestry and velour suites were very effective, and there were many beautiful examples of these two-tone effects. A taupe and old rose was, perhaps the most striking example.

In gift and small furniture lines were many new features. There were old-fashioned spinnet desks and a flock of tea wagons, which is a strong line with this company, gate-leg and library tables, chestehfield tables and telephone stands, English desks and English piano benches, folding side-tables and drop-leaf tables.

*The Andrew Malcolm Furniture Co.* had a particularly striking suite right at the entrance to their display in a de-

# A LESSON IN PERIOD FURNITURE STYLES

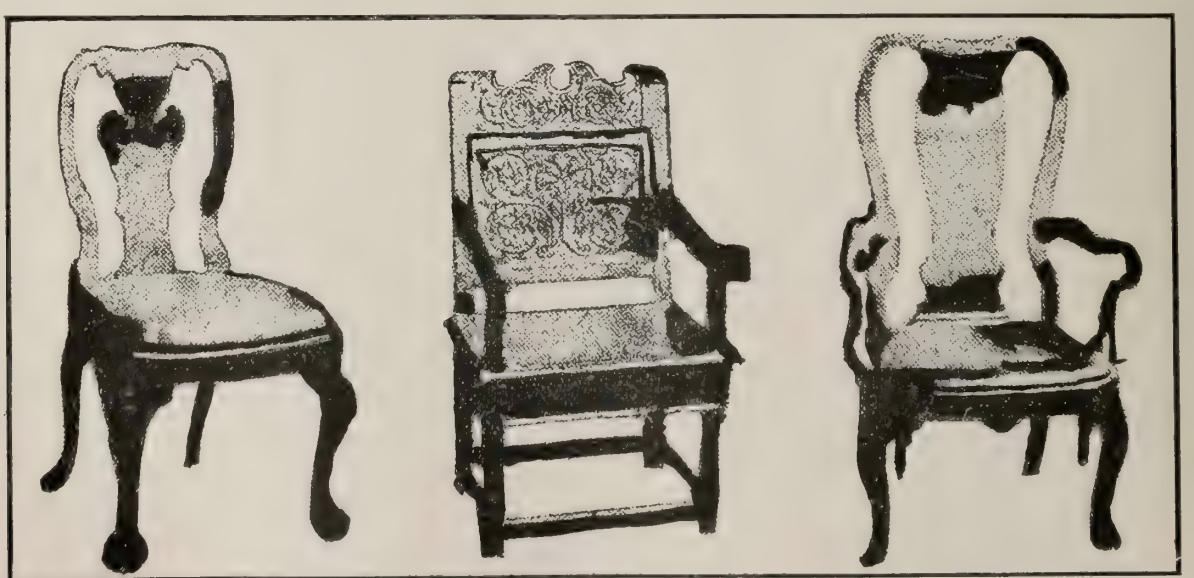
*Evolution of the Modern English Chair.*

A GOOD example of the William and Mary type of chair is the Bishop of Oxford's chair, which is among the exhibits in the Royal Ontario Museum at Toronto. It is a very comfortable-looking armchair, whose leather-covered seat may be raised or lowered to the occupant's comfort.

The chair had pretty definitely "arrived" by the time these two monarchs reigned in England. It was comfortable and portable and practical. No more startling improvements in form seemed to present themselves, so the designers began to exercise their ingenuity in regard to decorations. The Queen Anne period chair acquired a "heart shape" in the middle of its "up-and-down" back, which became so stylish that all chairs began to affect the "heart shape."

A beautiful example of Chippendale's art in the middle of the reign of the Georges shows the "heart shape"—very ornate, but quite distinct. Towards the end of the Georges a variation was introduced by way of a highly-conventionalized "sheaf of wheat."

The French Revolution was reflected in chair architecture by the introduction of simple, classic lines. Chairs were made to have several straight up-and-down pieces in the back instead of the original one. These took the form of tiny Grecian pillars, which were the predecessors of our familiar modern kitchen chair.



Queen Anne chair showing the development of the "heart shape" in the up and down back, a little conceit which held its place for many years in English chair construction.

Early Cromwell chair of heavy oak with elaborate carvings and solid up anad down back. It is essentially a "contracted bench" chair, but the arms and legs have been made considerably less solid.

The Bishop of Oxford's chair at time of William and Mary, substantial and graceful, though much less ornate than earlier types. Notice the straight "up and down" back of the "contracted bench" with space left for lightness still persists.

corated ivory enamelled bed suite with mottled gold and red and blue trimmings. A more quiet and dignified tone was a similiar suite in ivory minus the extra colors and ornamentations. Separate hand mirrors were on all dressers, and extra trays and drawers compartments found place in the chefforettes.

A two-tone grey enamel suite was another main feature. Twin beds were in this suite with cane panels on beds and chefrobe. Most of the enamel suites carried floor lamps or small table lamps as added pieces.

There were as well three new mahogany and three new walnut suites. Four poster beds figured in two suites, the other being bow-end twins. Burl decorations, too, were the ornaments in some suites.

In the diningroom section ten new suites were shown. A breafast suite in this section, in walnut, was much admired. It had burl ornamentation, drop leaf table and high-backed diners.

Muffin stands, sewing cabinets, flower boxes, ferneries, and floor lamps figured in the smaller line of furniture shown. The dining suites favored Louis, Adam, Italian and Queen Anne periods.

In the Y.M.C.A. Building

*John C. Mundell & Co.* of Elora made a very effective showing of living-room furniture, featuring their Mundell Chesterfield bed. A couple of new breakfast suites were also shown. This line seems to have taken the fancy of buyers very much of late. The gate-leg and folding-leaf tables in these suites make them seemingly desirable for apartment use, and their distinctive colors and strong contrast effects make them attractive to new home owners. In fact the demand for these breakfast suites has prevailed to induce the Mundell Company to bring out diningroom and livingroom suites on somewhat distinctive lines to fit apartment house uses.

Two of these miniature diningroom suites with gateleg table were displayed. They are built on period lines in oak and birch and in all finishes. The diners in cane may be had also upholstered, and the chairs are suitable for livingroom as well as diningroom.

One of the newest things of the whole exhibition was an Italian livingroom suite with figured tapestry trimmings, desk and footstool, library table and desk chair, all the pieces ornamented with polychrome.

*The Schierholtz Furniture Co.* of New Hamburg are branching out inot solid walnut goods, these new lines being shown for the first time at the exhibition. These new lines include library tables, chesterfields, some odd chairs and bed davenports.

Along with their well-known diners, known from coast to coast, this first adventure into walnut has started the company into making a better grade of livingroom and diningroom furniture.

*The Beach Furniture Co.* combined their display with the Schierholtz Co., showing bedroom suites in mahogany, gums and enamels of period designs.

*The Novelty Reed Mfg. Co.*, Brantford, made a splendid display of reed furniture, specializing on sunroom and den upholstered suites in enamel and fumed finishes.

Among the novelty exhibits shown were library tables, dinner wagons, flower-boxes, lamps, fern stands, window boxes, etc.

*The Crown Furniture Co.* featured their newer desk and office furniture lines in addition to making a good display of their enamel bed suites. A light grey enamel suite with dark grey trimmings and rose-colored ornamentation of Adam period was particularly attractive and was the show-piece of the display.

*The Specialty Upholstering Co.* showed eight new two and three-piece livingroom suites in velours and tapestries, some of them with show-wood frames. Several couches, tapestry covered, with loose cushions and extra rosetts and bolsters were among the finest serviceable couches to be seen at this year's exhibition. Marshall springs are used in all the Specialty Upholstering Co's productions.

Exhibits at Auditorium

*G. H. Hachborn & Co.*, makers of medium-priced furniture, made a bigger show than ever before of their newer lines among them a couple of new den suites in fumed. They showed a very large range of new couches, and several examples of their new library tables, book racks and table lamps.

*The G. J. Lippert Table Co.* brought out this year a large range of new novelties. Among these is a new-style Martha Washington sewing cabinet, a new smokers' cabinet with humidor attachment, and other cabinets on the Martha Washington line.

In the newer tables were 1922 gate-legs, consol tables and mirror, and chesterfield table.

*The Lippert Furniture Co.* showed a new type of Queen Anne period diningroom suite. Other new suites were a Victorian, a French Chippendale, and a Louis XVI. An Elizabethan suite with two-tone burl effect was very beautiful as also was a solid mahogany suite.

Among other new things were several examples of gold-leaf furniture, which this year is making its first appearance since before the war.

In livingroom furniture were several suites in cane; a reception chair in gilt on solid mahogany, and a number of new chesterfields.

In "Lyraphones" only a few machines were displayed, the stock having been depleted during the recent Christmas season and little time being left to get new stocks before exhibition time. The firm report good business in all the better grades of furniture.

In the De Luxe Building

*The De Luxe Upholstering Co.* made a splendid showing of their upholstered livingroom furniture in suites. One elaborate suite of floral velour, wine-colored, with large Chesterfield, was a striking exhibit. The gold braid trimmings and gold tassels gave a new, rich effect. A low, long Chesterfield footstool made of good adjunct to an already fine suite.

Other splendid suites were displayed in art silk coverings, set off among palms, floor lamps and adjuncts that added much to the beauty of the exhibit. Many of the Chesterfields in the new suites had showwood frames.

*The Art Furniture Co.* put on display several of their new diningroom suites, which are a new line with this company. In addition some new library furniture was shown. Both the library and diningroom furniture display was in walnut.

In bedroom suites the new suites were a Queen Anne and a Louis modified. They made a splendid exhibit.

The company will keep a permanent display in the De-Luxe building.

*The Sturgis Baby Carriage Co's.* display ran principally to reed bodies, with enamel in various finishes. This company prides itself on its finishes, and they are coming more and more into various color finishes, mahoganies and frosted blues being amang the newest.

The splendid features of the Sturgis carriages are the automatic hood adjusters; by means of a push-button the hood is adjusted; they have quick-detachable wheels; are light because built of hollow steel; have "luxury" springs, preventing all jars; an automatic break which locks the wheel.

*J. Kreiner & Co.* in their display showed several samples from their new lines. The company is going into library tables, and these were shown in mahogany and walnut finishes on birch.

The novelty line is larger than ever, some very fine examples of flower and fern boxes were shown. Ferneries have become a strong line with Kreiners. Many of the new boxes have cane panels. Other specialties displayed were waste baskets, telephone sets, pedestals, umbrella stands and smokers' sets.

Many new desks were also shown.

*The Beaver Furniture Co.* made an effective showing of several of their new nine and ten-piece dining suites. One suite, a solid black walnut of Louis design, was especially attractive. Another new suite was a Chippendale in oak, also very attractive. The Beaver Company are using the "Perfection" slide now on all their extention dining tables.

Round about Kitchener

*The Jacques Furniture Co.* showed a number of new period bedroom suites, among them a walnut Hepplewhite with bow end bed, a walnut Queen Anne, and a walnut Louis XVI.

A new suite (No. 118) in both walnut and mahogany had small jewel drawers in the top of dresser, and silver-steel hardware trimmings. Several new two-tone suites were shown—a Queen Anne, an Italian antique, and a Louis.

A walnut Italian Renaissance suite with polychrome ornamentation and wood drawer-pulls was very pretty; and a Cromwellian-finished oak suite, with square bed was a very fine example of the company's medium-priced line.

In the showroom on the second floor were several other suites, one an odd suite in gum, lacquered with floral decorations.

*The Strathroy Furniture Co.* displayed their line at the Jacques Furniture Co. Building in Kitchener. Italian and Spanish Renaissance suites for the diningroom were the predominating feature of their display and some particularly choice designs in these periods were in evidence. One suite in Italian design made in walnut, antique finish, two-tone effect, a fine black line emphasizing the redwood ornaments which appears in centre of doors of china cabinet, buffet and side table, attracted the eye of all visitors. Another Italian Renaissance suite with boxwood and ebony inlay and redwood overlay was very attractive. Designs in the periods of Queen Anne, Florentine, Sheraton and Hepplewhite were well represented in this display, the square and oblong tables being a feature in practically all of them.

*The Wunder Furniture Co.* made their permanent showrooms at 36 King street their exhibition headquarters, and their display this year was entirely different from any they have put on in recent years. They had a big display of all-wood rockers in mahogany and walunt, which they are specially driving on this year.

Another big line with the Wunder Company is hall furniture, and they showed some of the best consol tables and mirrors seen this year at any exhibition centre.

Livingroom suites, too, seem to be enlarged greatly, and a large variety of coverings—tapestries, velours and mohair—were to be seen. Cane, too, is much used in the livingroom furniture.

In a separate room a new three-piece livingroom suite was shown, upholstered with Marshall springs, tapestry covering and loose cushions. Parlor furniture, too, was displayed in another room, the frames of carved mahogany and the upholstering covered in art silk.

*The Gem Crib and Cradle Co.* combined with the Ontario Woodworking Co. and C. H. Hartshorn to make a showing on King street east.

The Gem Crib line of carriages and furniture presented some fifteen new features. Three were additions in high chairs, bathroom chairs, stools, baby chairs, children's rockers and similar lines. The new baby cribs are fly-proof and they were shown in several new designs.

*The Hartshorn line* featured their "fibre-weave" strollers and carriages, which looked very fine and had a finish which made them attractive. Interchangeable wheels are on all these carriages.

*The Ontario line* of toys featured rocking and gliding horses, sleighs, play-yards, scooters, flying-machines, animal rockers, and various kinds of wagons.

# EXHIBITS IN WATERLOO FACTORIES

ONE of the outstanding displays of the 1922 exhibition was that of *Snyder Bros. Upholstering Co.* in their factory showrooms at Waterloo. Decorators had renovated the showroom before the display went in and tinted the walls a neutral color to set off at true value the wealth and the worth of the fine furniture shown. Where there was such a wealth of display it is impossible to minutely describe the exhibits shown.

Among the many new furniture shown were Italian livingroom suites, wood show suites, Chesterfield suites on very fine lines. The upholstering covers ran quite a lot to hand-blocked mohairs and high grade velours, though hundreds of new tapestry patterns were also much in evidence.

In the better lines of Snyder furniture all-down filling is used. The company is now making a complete line of livingroom furniture—low-priced, medium and best grades; and have added a number of new consol tables and mirror suites for halls.

One of the features of this fine display was the complete-

*Reitzel Bros.* are making diningroom furniture only ly furnished livingroom with suites set out in homey surroundings. One of these was a dark-colored mohair, the other a figured wine-colored mohair. The fireside with Chesterfield and hassock conveniently placed, and telephone stand and sewing-table close by set out to advantage the buties of Snyder furniture.

Among the novelties was a line of walnut and mahogany gift pieces. These ran to Chesterfield tables, book and newspaper racks, sewing baskets, smokers' stands, spinnet desks umbrella stands, nests of small tables, and some muffin stands. A couple of chaise lounges with arm chair to match attracted much attention.

*Simmons, Ltd.,* showed in Snyder Bros. factory at Waterloo samples from their latest designs in beds, springs, mattresses and pillows. Besides the brass and enamel bed lines their newer wood-finish period designs were as well shown.

*The Bell Furniture Co.,* Southampton, made a neat and tasty exhibit in Snyder Bros. factory at Waterloo, displaying seven nine-piece dining suites in oak. The diners had the latest low backs, and while no distinct period was followed popular and modern styles were followed.

In bedroom furniture the Bell Company showed three ivory enamel suites, two of them decorated with raised floral effect, one with blue trimmings. One of these suites had twin beds. Besides, four fine walnut bedroom suites were also shown.

IN THE WEBER BUILDING

*The Gendron Mfg. Co.,* Toronto, featured in their furniture section a new line of reed suites finished in any coloring to match the chintz covering chosen. These colors run to the lighter tints as well as the darker hues.

In baby carriages and strollers many new finishes were noted, amang them a "baronial" frosted brown and a frosted blue. All the exhibits were new and it was noticed that all Gendron carriages and strollers are now equipped with ball bearings. Some new models of strollers with slat sides in combination colors were shown, and several

The new strollers and go-carts were shown in white, blach and other one-color and two-color combinations, a new cars with "California top," a folding extension for strollers, received much favorable comment.

blue trimmed with grey, and a blue trimmed with a lighter blue being very pretty. Three or four high English "prams" were in the display. The Gendron Company are the only makers of this style of carriage in Canada. "Alice Blue" was another new color used on some of the Gendron carriages.

The Gendron "beaver" coaster for boys is a new line. This coaster comes with disc wheels and ball bearings, no grease being necessary to make it run smoothly and easily.

*Krug Bros.* of Chesley showed bedroom and dining suites and library tables. A "Belgian grey" oak suite was easily the centre of attraction in this exhibit. A polished oak burl was centred on every piece in the suite, and the trimmings were in blue and gold. This suite is also made in a light English brown finish. The dressing table of this suite has side hand mirrors as well as large centre mirror.

Another feature was a Windsor suite in Italian brown, made in quartered oak and walnut. Other noticeable features were a Queen Anne suite, and a Colonial enamel suite, all in bedroom furniture. The diningroom furniture were in suites of oak, walnut and mahogany.

*The Chesley Chair Co.* exhibited their chair line in conjunction with Krug Bros. display which embraced diners, rockers, library chairs.

*The H. E. Furniture Company* put on display nine of their "Kitchen-aid" cabinets in solid oak and enamel. These cabinets have roll fronts, rustproof hardware, porcelain extension tops, linen and cutlery drawers, and are built on dovetail construction and finished with steamproof flat varnishes. A line of kitchen and cabinet tables with vitreons tops was also shown, as well as some medicine chests and cabinets.

The "Red Seal" cedar chests formed part of the display, as also did a line of bedroom boxes finished in enamel anad covered with chintz.

*E. O. Weber, Limited,* made a splendid exhibit of their livingroom and drawing room furniture in chesterfield suites and cane suites. Chaise lounges were featured prominently in the better suites, and a fireside cair with bench to match any suite was a decided novel addition to this grade of furniture.

The wood lines in library tables consol mirrors and tables, Chesterfield tables and parlor tables, all showed exquisite hand carving. One of the consol sets showed mirror below table as an aid to my lady in noting the bottom of coat or skirt. All this line was shown in walnut and mahogany.

Among other notable novelties was a chaise lounge in black cream covering and several hand-carved chairs.

A Combination Display

One whole floor of the Weber building was given over to a combined showing of diningroom furniture. *The Elmira Furniture Company,* specializing in diningroom chairs also made a splendid showing of their other new lines which made a favorable impression on all who saw the exhibit, and it reflected credit on the company to see the advances made during the past year.

Among these new things were magazine stands in walnut and fumed, three-legged tables, fern stands, small tables, chesterfield end tables and telephone stands. All these were shown in period lines, Italian designs being popular and hand-carvings being prominent.

This company is now also making caneback livingroom suites, and library suites of period designs, Italian and Windsor being popular. Five new suites were shown in this class.

On all the furniture an especially fine line of cushions used, with tapestry coverings of a nice range. The Elmira Co., are also now making a line of bolted chairs for school and office use, in addition to the big range of diners.

*The Orillia Furniture Company,* specializing in quartered oak in medium-priced buffets and china cabinets, madae a fine showing of their goods in period designs, three in prticuliar being especially commendable, aa Colonial, a Queen Anne and an Italian.

*The Chesley Furniture Company* made an extensive showing of their 20th Century and Tilt-top twin tables, nearly half a hundred of them being showing in different styles and finishes. These tables come in periods and finishes to match up with the Orillia Furniture Co's case goods and the Elmira diners. All the designs of the Chesley Furniture Co. are protected by patents.

A line of centre tables and jardinere stands in mahogany, golden and fumed laso found part of this company's exhibit.

and they featured in their display a anew suite in walnut of Italian design. The buffet of this suite had a drop door instead of the useful swing hinge. Another suite, also Italian, had a fine brown finish and decorations of a Persian effect with burl walnut insets. This suite is made in both walnut and oak. A third suite was a Queen Anne period in Walnut—very pretty and much favorable comment was passed on it.

*H. W. Glady Upholstering Co.* displayer their new livingroom stuff in their factory showrooms. In quality of materials, in workmanship and in design the exhibits measured up well with other displays. The company made a feature of their three-piece suites.

## KITCHENER EXHIBITION NOTES

One of the visitors to this year's exhibition was H. A. Moore of Medicine Hat, Alta. Mr. Moore was for some fifteen years a member of the Gendron Mfg. Co's. office staff.

Two visitors who came from a distance in the far and wooly West were Mr. Boyd of Vancouver and Mr. Wolf of Spencers, Calgary.

A couple of Hourd & Co's. latest style folding tables were displayed in the office of the Anthes-Baetz building where they were the centre of much interesting comment.

Blue Bird electric clothes washers and Barnet refrigerators were displayd in the De Luxe building at the Kitchener exhibition. Geo. H. Hees & Son also showed samples.

Mr. Humphries, buyer for the Wilson Furniture Co., Winnipeg, was a visitor to the furniture exhibitions. Speaking in Kitchener, he said he had come through from Chicago and Grand Rapids and after seeing the Canadian exhibits he could say that "Canadian furniture was equally well-made and was at a lower price than it was in the United States."

The Fischman Spring Co. made a display in the Y.M.C.A. Building of their combination box spring mattresses and ventilated spring mattresses and pillows.

Among other Kitchener exhibitors were the Walker Bin & Store Fixture Co., which shower their grates at the De-Luxe factory; the Engel Upholstering Co., which made a display of nine suites in the basement of the Windsor Hotel; and Cutten & Foster, who showed samples of upholstering cloth at the Walker House.

## EXHIBITION NOTES FROM WATERLOO

Snyder Bros. Upholstering Co. have opened permanent showrooms at Montreal and Vancouver, where the trade may visit and inspect the latest productions of the Waterloo factory.

The Salisbury Mfg. Co., Toronto, displayed a rich line of their lamps, shades, cushions and novelties in Snyder Bros. Upholstering Co's. showroom at Waterloo during the fortnight of the furniture exhibition.

The newly decorated showrooms at Snyder Bros. factory in Waterloo were favorably commented on by all visitors threw a riot of color over the exhibits and greatly enhancthrough a riot of color over the exhibits and greatly enhanced the value of the display.

Snyder Bros. at Waterloo are now making in furniture everything for the livingroom; fancy and end tables accompanying the Chesterfield suites.

Alf. Roberts is now representing in Western Ontario the Dominion Bedstead Co., Ltd., of Montreal.

## ENTERTAINMENTS AT KITCHENER

THE arrangements made at Kitchener for the entertainment of visiting dealers was first class. Secretary Pat Scully was the busiest man in town during the whole period of the show, and was a veritable encyclopedia of information. All one had to do was to register at the furniture headquarters on King street and his worries were ended.

Every day at the noon hour lunch was served, and every evening at 6.30 dinner was put on. Short pithy speeches were made daily by visiting dealers, who had commendations to pass and suggestions to make in regard to furniture exhibitions generally and the 1922 shows particularly. At one of these luncheons, Mr. A. Campbell, a British Columbia dealer, asked for co-operation among manufacturers to get a lower raliway rate for all Canada so that buyers and dealers from all over the Dominion could be induced to visit the furniture centres.

A permanent building was also a lively topic, and rumors were afloat that the De Luxe factory would add two or three floors to take care of more displays. In this connection, Mr. E. O. Weber stated at one noon-day luncheon that if outside manufacturers would take stock in a building society for this purpose, or agree to lease a certain amount of space for ten years, the Kitchener-Waterloo manufacturers would erect a building.

A hockey game between Kitchener and Hamilton on the evening of Jan. 11 provided an opportunity for many visiting dealers to see some real sport, but the defeat of the home team dampened the ardent spirits and allowed no lung exercise except for Jim Dore and Bert Menzie, the only Hamiltonians present.

But the big event of the Kitchener show was the banquet on the evening of Jan. 18, when a whole vaudeville entertainment was put on. An orchestra provided music during the dinner, the menu running from soup to nuts, with Tom Biggar and his staff busy with the pitchers.

Jules Brazil livened up the crowd and got them working harmoniously with his choruses; Otto Thies brought down the hous with his solos; Dr. Koeppel handled the piano, and Archie Caya also contributed, besides being master of ceremonies of the dinner arrangements.

Speeches were made by J. A. Baetz who welcomed all visitors. Mr. H. W. Strudley responded for the Stratford manufacturers who were present; Wm. Quirmback of Brockville and Norman Brandon of St. Mary's spoke from the retailers' angle; and Jas. Acton made a good chairman and toastmaster.

A house party was tendered a number of visitors at the home of Mr. H. E. Schreiter on the evening of Jan. 18. Jules Brazil, Tom Chadwick, Otto Thies, Tom Melville and others sang, and Mrs. A. G. Schreiter, Mrs. Armand Schreiter, Mrs. Voelker, Miss Kitching and Miss Petch served refreshments.

Levi H. Greenwood has been elected president of the Heywood-Wakefield Company, of which the Lloyd Mfg. Co. is a part. Mr. Greenwood has been a vice-president for some time and served on the executive committee along with the late Mr. Lang and Seth Heywood.



View of banquet hall at Canadian Feather & Mattress Co's. tenth annual spread.

# CANADIAN FEATHER and MATTRESS FEAST

## Tenth annual function of this company, biggest and best yet held—Some of the features and some of the speeches—An excellent and practical talk by Dr. Currelly of the Royal Ontario Museum

THE tenth annual banquet of the Canadian Feather and Mattress Co., held in the Rainbow Room of Bingham's Restaurant, Toronto, January 19, was the largest and best of these series of yearly gatherings. About 300 furniture men sat down to a menu board fit for a king.

Mr. Smith, general manager, was chairman and toastmaster, and seated with him at the head table were President Love, Dr. Currelly of the Royal Ontario Museum, and the guest of the evening, Jas. Ccton, Secretary Stevens, James O'Hagan, and Messrs. Everett, St. John; Lanigan and Morris of Halifax, and George Somers, who was assistant at the throne, seeing that the program worked out properly.

Jules Brazil with his monologue stunts and his chorus directing soon had his audience with him and there was not a dull moment during the evening.

After doing justice to all the good things provided, Mr. Smith told how pleased he was to welcome all his dealer friends. Mr. Stevens seconded these remarks by telling all how delighted he was to see so many present; and president Love grew reminiscent of the early days of the company, when it started in a small way nearly thirty years ago over on Melinda street.

A number of dealer guests followed, Mr. Smith introducing each speaker with a few neat and pointed references.

Mr. New, of the T. Eaton Co., said such a gathering as this was stimulating to salesmen. They came into touch with the makers of the things they were selling, and it made them have a more intimate connection with the three principle things that made for successful salesmanship—confidence in the firm we are working for; confidence in the goods we are selling; and confidence in ourselves.

Geo. Jeffries of McLaren & Co., St.Catharines, and Arthur Grant of Murray-Kays also spoke, the latter waxing poetic on the "soft, downey mattresses to sleep on; the soft downy pillows to rest our heads on; and the soft, downy comforters to draw over us when we went to rest," not to mention life preservers.

Mr. Andrews of Simpsons had a few words to say, and Mr. Hardy of the Ottawa plant liked to come to these annual gatherings in Toronto to get acquainted and to hear of new ideas and the new things brought out by the company.

Mr. Kauffman spoke for F. C. Burroughes & Co; Mr. Zoellner spoke for the West, while Messrs. Everett, Lanigan and Morris spoke for the maritime dealers.

The speech of the evening was delivered by Prof. Currelly of the Royal Ontario Museum. He told a couple of new stories leading up to his discourse, which was a treat to all who take a pride in the artistic side of the furniture business. The gist of this address will be found elsewhere in this paper.

Reference was made to the illness of O. P. Johnson, and on motion of Mr. Acton, seconded by Geo. Somers, a resolution of sympathy was asked to be sent through Secretary Stevens to Mr. Johnson. This was carried on a standing, vote, and the merry-makers adjourned.

### LONDON FURNITURE STORE BURNED

Loss of about $30,000 was caused by fire on January 18 in the Trafford Furniture Co's store, Dundas street, west, London, Ont. The fire starated in Cowan's hardware store nearby and spread to the neighboring premises. For a time it looked a very serious affair, but prompt action by the firemen subdued the conflageration after a stubborn fight.

### REPLANTING FRANCE'S FORESTS

Many of the forests of France were badly shot to pieces in the war and others were cut down to provide war material. The people of France in the years since the armistice have boldly attacked these forest problems and are rapidly getting the forests back into shape to again begin to grow timber, though it will take at least seventy-five years to restore them to the state of productiveness they were in when war broke out.

### IDENTIFICATION OF CANADIAN WOODS

As competition in manufacturing and merchandising increases between country and country, Canadians need to have all the assistance science can give them. In the case of forest products this is provided by the Forest Products Laboratories of the Department of the Interior, at Montreal. The laboratories are fully equipped for identifying woods of all kinds and do this without charge for any citizen of Canada. This service has been much utilized by Canadian manufacturers and others in the past year and the number of examinations made is constantly increasing.

# MANUFACTURERS HOLD ANNUAL MEETING

## Many interesting addresses delivered—Glues, kiln-drying and technical education discussed—The officers for 1922—Some of the things proposed—A cabinet-workers training course.

THE annual meeting of the Furniture Manufacturers Association was held in the offices of the Association at 8 Colborne street, on Wednesday and Thursday, Feb. 1 and 2.

The first day's session was given over to a gathering of superintendanats and factory men, with about 60 of them present. Chairman J. H. Baetz presided at all the gatherings.

Following his opening remarks, F. G. Lovell, of the Industrial Accident's Prevention Association, spoke on accidents during 1921, their causes and prevention. He mentioned the facat that in the furniture section there were 500 days of production lost to furniure factories because of accidents, and emphasized the importance of foremen instructing new men, and warning them of the dangers, and impressing on them the necessity of care in the use of the guards provided.

United We Stick
Divided We're Stuck

Last year's slogan.

Following this address the meeting took up a discussion on the proposed cabinet-workers' training course, Mr. J. E. Ferguson outlining the scheme, and covering the ground from its inception to the present time.

### Glues used in Furniture

Mr. W. G. Feldkamp, of the Canada Glue Co., read a treatise on the various glues used in the furniture industry, and he described in detail, and in an interesting manner, the various glues used—animal, liquid and vegetable.

Upon reassemblying after lunch, Dr. F. W. Merchant, Director of Techincal Education for Ontario gave an address on technical education, pointing out what the Province was doing for technical education, and what it was doing for men in the furniture trade. He emphasized the fact that the youth of the country was our greatest national asset, but in order to insure its greatest productivity it was necessary that our youths be properly trained to take its part in the different industries of our country.

Dr. Merchant illustrated his point by telling of the destruction of walnut trees in Ontario by farmers cleaning their land in the early days. These walnut trees were cut down and burned. Today a root from one of these trees ws worth the price the farmer originally paid for his farm.

After tendering a vote of thanks to Dr. Merchant the meeting further considered the course of training as drafted, and on motion, which was carried, it was decided to adopt the course for cabinet-workers and have it carried on by the Association.

### Kiln-drying of Lumber

Thos. D. Perry, vice-president and general manager of the Grand Rapids Veneer Works, gave a lecture illustrating it with stereopticon slides, on the kiln-drying of lumber. He treated the matter very fully and described the features of various main kilns in use on this continent in the dryig of lumber.

The lecture was altogether a successful one, and interest was maintained from start to finish.

The general meeting of the Association was held on Thursday morning—the second day. After reading the minutes, Chairman Baetz delivered his annual address. This will be published in full in our next issue. He was then presented with a mahogany gavel by his confreres in the Association. The secretary's report and the reports of the various committees—credit, cost accounting, labor, better merchandising, and training course for cabinet-workers—followed.

### The New Offiers

In the afternoon the elections took place. This year's chairman is Wm. Krug, Chesley; vice-chairman J. A. Minchner, Owen Sound.

Executive Committee—W. J. Anderson, J. H. Baetz, J. E. Campbell, G. A. Greutzner, P. R. Hilborn, J. S. Knechtel, Jas. Malcolm, J. R. Shaw, E. O. Weber and D. M. Wright.

Chairmen of Sections—Case Goods: D. E. MacIntyre, L. Malcolm, J. J. Spiesz; Tables, Geo. J. Lippert; Chairs, W. G. Hay; Upholstering, F. W. Trebell; Office, H. Ford; Filing, F. E. Mason.

Labor Committee—W. J. Anderson, J. H. Baetz, G. A. Greutzner, P. R. Hilborn, J. S. Knechtal, A. Malcolm, D. E. Macintyre, A. H. Smyth, H. M. Snyder, J. Spiesz, D. M. Wright, A. H. Watson.

Tariff—R. J. Ball, Thos Dillon, G. A. Greutzner, O. A. Keffer, J. H. Kennedy, H. R. Magwood, N. Peppler, W. T. Sass, W. T. P. Seyler, I. Wegenest.

Transportation—J. Bailey, F. E. Coombe, W. G. Durst, Carl Greutzner, W. G. Hay, J. H. Kennedy, C. McMurtry, S. Taylor, F. W. Trebell, J. H. Woolner.

Merchandising—J. H. Baetz, W. Cawkell, W. E. Dolan, J. S. Knechtel, J. Malcolm, D. E. Macintyre, J. McPherson, J. Orr, D. M. Wright, E. O. Weber.

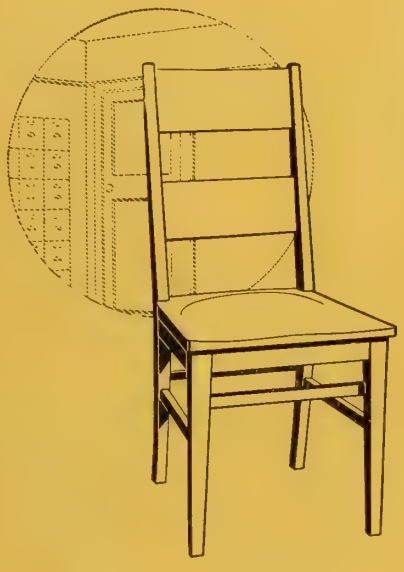
Play The Game Hard
BUT
Play The Game Square

The slogan adopted for 1922.

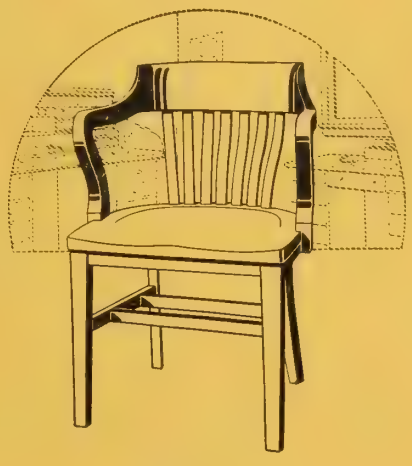
Purchasing—W. J. Anderson, W. G. Hay, P. R. Hilborn, E. O. Weber.

Credits—M. S. Armstrong, W. J. Flieschaeur, Jas. Garvie, R. Gomery, J. H. Kennedy, E. R. Purtle, Mark Rowe, H. B. Shortt, L. J. Slater.

Following the election Mr. Kenneth Redman, of the B. F. Sturtevant Co., gave an address on the kiln-drying of lumber, illustrating it with a working model in full action.



No. 50



No. 64

# *When a Man Buys An Office Chair*

He wants one that will last for years, that will not wobble nor become loose at the joints. He expects the finish to remain good as long as the chair lasts and if it is a tilter, he wants the chair to be properly balanced and the tilting iron strongly made and easily adjusted.

He gets all this when he buys one of our Office Chairs and if you are not handling them you are losing an opportunity for acquiring some pleased customers.

MEMBER HOME FURNISHINGS BUREAU, INC. 1921
BETTER FURNISHED HOMES MEAN GREATER HAPPINESS.
TRADE MARK REGISTERED

## THE OWEN SOUND CHAIR COMPANY LIMITED

OWEN SOUND ONTARIO

# The Demand is there

## *Why not supply it?*

The fact that people in your vicinity use furniture in their homes every day does not mean that they have no desire to buy furniture that is more beautiful and up-to-date. The desire to make the home more attractive and comfortable is there, and it can be stimulated by featuring furniture that will attract attention and suit your customers' pockets as well as their tastes.

If well displayed, North American Bent Chair Furniture will do a great deal to build up your sales. The satisfaction it gives and the service it renders will be long appreciated by the purchaser.




**Reed Chairs and Reed Furniture of all kinds. Dining Room Suites and Chairs. Windsor Chairs. Living Room Chairs. Bentwood Chairs.**

*Do not hesitate to enquire about this line. A note to us will bring you prices and full particulars.*

**THE NORTH AMERICAN BENT CHAIR CO. LIMITED**

**OWEN SOUND ONTARIO**

# Let Us Make It A Furniture Year

SECRETARY Wm. Cawkell of the Furniture Manufacturers' Association made a very acceptable speech at the Kitchener banquet last month, and one well worth considering by all Canadian furniture dealers whether they were present or not.

He said that the pronounced feeling of trade today was not liquidation but deflation. A student, he had delved into the trade statistics and found that last year Canada had 2,451 mercantile failures. involving some $73,000,000. This was the highest figure touched in trade failures in Canada some 16,283 new resdiences. There is still overtotalled $27,000,000, and in 1919 $16,000,000. The highest previous record for failures was $41,000,000 in 1915.

Despite this state of affairs Mr. Cawkell was no pessimist, and said that 1922 should be a good year, but to make it so all of us must work. He instanced the Studebaker Co. whose stock at the beginning of last year was listed at 40, but today is listed at 80, due to the pushing for business which that company had done.

It is always an indication of better times and a presaging of good business when stocks go up, and not a few listed stocks are now higher in value.

So far as we in the furniture business are concerned there was this hopeful feature: Last year there were erected in Canada some 16,283 nw residences. There is still overcrowding in the large centres. So it is not unreasonable to expect that 25,000 new homes will be erected this year. If these homes need new furniture—and they do—there should be spent, on an average, $1,000 in each home. That means $25,000,000 of potential replacements, which is sufficient to keep all our furniture factories busy.

Manufacturers did not make as much money in 1921 as they did in 1920. That comes about through the deflation of prices. The year of 1921 came in with securities at a low figure but it went out at a rising rate.

We should do more to encourage the buying of Canadian-made furniture; we should do more to put this before the ladies of Canada, for they are largely the buyers of furniture. If we do this we can make the year of 1922 a year of better sales. Let us make it a "furniture year."

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## FURNITURE FACTORY SPREADING OUT

The Andrew Malcolm Furniture Co. at Kincardine, Ont., has been working full time during the entire war period, and during the past year has maintained its full force on a phonograph contract. This contract is about to expire, when the factory will be turned back to the making of furniture at full capacity. Mr. Malcolm has plans completed for an extention to the buildings and dry kilns at a cost of $ 15,000, which will increase the labor capacity to 100 men. This is one of the strongest furniture concerns in the country, operating factories at Listowel, Kincardine and Kitchener.

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James P. Libby, the inventor of the spring bed, died at his home at Chaumont, N.Y., last month, aged 93.


MARSHALL CUSHIONS *for*

# CHESTERFIELDS AND CHAIRS

are used by the best Upholstered Furniture Manufacturers in the United States and Canada.




The above label is attached to all genuine Marshall Cushions.

**BEWARE OF IMITATIONS**

Marshall Cushions contain more springs and are luxurious and soft on account of the free action of the springs.

Our patented safety top spring used in cushions are the same as those used in the celebrated Marshall Mattress. Fully guaranteed.

**Marshall Ventilated Mattress Co.**
Limited

**Toronto Winnipeg London, (Eng.) Chicago**

The Parkhill Bedding Co., Limited, Winnipeg

# OPPORTUNITIES FOR BETTERING THE HOME

Gist of address by John G. Gronberg, Grand Rapids, before House Furnishings Bureau members.

THAT the public is becoming more interested in the question of better furniture in the home was strikingly brought out in the address of John G. Gronberg before the members of the Home Furnishings Bureau of the Furniture Manufacturers' Association on Thursday afternoon, Feb. 2. Mr. Gronberg, who is president of the Deen-Hicks Co., Grand Rapids, publishers of "Good Furniture" and other publications, is one of the pioneers in the movement that lay before the manufacturers of furniture. People were anxious to hear about furniture, and it was increasingly evident that an educational propaganda conducted on broad lines was the crying need of the industry.

Mr. Gronberg pointed out that the competition furniture manufacturers had to face was not within the industry, but came from without—from other industries that were alrtady organized for propaganda purposes, and which had already reaped a rich harvest.

### Boquet For Canadians

After describing the steps that had been taken in the United States for organizing for the "Better Homes Movement", Mr. Gronberg complimented the Canadian furniture manufacturers in that they had actually done something in 1920 and 1921, and that their advertising had been spoken of most favorably throughout the United States furniture manufacturing industry, and had undoubtedly been a great incentive to the United States manufacturers to be up and doing.

In concluding his address the speaker invited questions from his audience, and as a result several of the manufacturers present asked him questions as to what he would con- for "Better Homes" in the United States.

In his talk he emphasized the greatness of the thing, and pointed out the vast opportunities for educational work sider the best methods and channels of reaching the purchasing public. Mr. Gronberg, by reason of his knowledge of furniture and of his experience as a journalist in the furniture field was able to give the desired information very fully and in a convincing manner.



HAROLD MAGWOOD
Who is now coverin" for the McLagan Furniture Co. the territory north of Toronto, formerly covered by Bill Stern.

After a vote of thanks to Mr. Gronberg a motion that "the Furniture Manufacturers Association endorse in principle the publicity campaign carried out by the Home Furnishings Bureau and promise their moral and financial support to what extent they can possibly give" was carried unanimously.

### Questions and Answers

Several important points were brought out in the question box discussion. Mr. Gronberg on the power of advertising said that at a recent convention he attended in Cleveland, one of the principle speakers made the point that of all goods sold 93 per cent. was due to advertising. He also stated the same speaker made the point that 63 per cent. of advertising was wasted because it lacked some essential elements, among which were honesty and truth.

Referring to the new 1922 motto, Mr. Gronberg said there would be more money in the till by "playing the game square" in our advertising, in our credits, and in other ways, thana by using unfair tactics.

Furniture came into being when men gathered together to live in cities and take up community life. Before that they were continually moving about and so did not need to possess personal property that could not easily be moved.

The furniture trade in the United States had been left largely to "pikers" and "bunkum" ruled, due principally to manufacturers being slow and negligent in thinking their business ended when their products were sold. Canadian manufacturers were ahead of the U.S. furniture makers in acquainting the public with the utility, the use and the beauty of furniture.

Mr. Macintyre mentioned the case of a business girls' club in Owen Sound bringing up a speaker, hiring the largest hall in town, and filling it at a charge . The subject was home furnishings, the speaker illustrating his points by utilizing furniture on the stage borrowed from furniture stores and factories.

Mr. Gronberg mentioned a similar incident at Decatur, Ill., where Ross Crane gave an address, the outcome of which was that every piece used on the stage waas sold to interested auditors.

Mr. D. M. Wright told of a teacher from his town who in speaking with him expressed the wish that she might utilize her talents in educating home owners in the use of better home furnishings; and Mr. J. H. Shaw instanced a friend of his who owned one of the best makes of car buying a fair suite of furniture and thinking he had done wonders to beautify his home. Mr. Shaw undeceived him.

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### LIPPERT SUITE NO. 2019

The suite for the diningroom shown on page 19 of this issue is one of the new productions of the Lippert Furniture Company, Ltd., of Kitchener, Ont. Built after the Jacobean period, which is rapidly coming into favor again, this suite will command the attention of buyers of good furniture, and should have a good run during the coming season.

# Verandah Furniture

## Should be ordered now



No. 226

The successful handling of seasonable furniture is pretty much like a race—get a good start and keep at it, is a good principle to follow. Verandah furniture should be ordered now so that you can get the full benefit of the selling season.

The Canadian Rattan line is accepted by dealers as being an ideal combination of quality, comfort and design, so do not hesitate to get a good start and keep right at it.

**The Canadian Rattan Chair Company**
LIMITED
**Victoriaville, P.Q.**

## NEW FURNITURE STORE AT TORONTO

Woodhouse & Co., the British house-furnishers whose Canadian headquarters have been in Montreal for some years, opened their first Ontario branch on February 1st, at 384-6 Yonge street Toronto, where they have stocked some very fine lines of high-grade furniture—all made in Canada—and carpets and rugs from famous mills of England and Scotland.

The head office of Woodhouse & Co. is at 29 Curtain Road, London, E. C., England, and their various branches are at 79-83 St.Catherine street, Montreal; Lugate Hill, London; Lord street Liverpool; Leith street, Nicolson street, Edinburgh; Union street, Sauchiehall street, Glasgow; Sunderland, Newcastle-on-Tynt; Bishop Auckland Middlesbrough; West Hartlepool; Chester-le-Street, England; Falkirk, Scotland, and elsewhere—a total of twenty-one Branches.

## HARDY BULMER ON ROAD FOR BAETZ COMPANIES

Mr. H. T. Bulmer, who has occupied an executive position in the office of the Anthes-Baetz Furniture Co., Limited, at Kitchener, Ont., for several years, will represent that company, the Baetz Bros. Furniture Co., Ltd., and the Baetz Bros. Specialty Co., Limited, in Western Ontario this year. "Hardy" is a new man on the road and one who is bound to make good on this territory.

## ONTARIO R.M. A HOLD ANNUAL CONVENTION

"It is not the retailer who is keeping up the price of commodities," declared B. W. Ziemann of Preston, Ont., president of the Ontario R. M. A at its recent annual meeting in Toronto.

"The reduction of retail prices has everywhere been commensurate with the reduction of the wholesalers' and manufacturers' prices. The knife has been applied to profits, and the merchants as a whole have taken considerable losses during the past year. Wages have not come down to the same extent as raw material, and to this is attributable the fact that present reail prices of finished products are higher than before the war. Legislation being asked for will be of considerable help to the retailers. Now that business is getting down to a normal basis the retailers should enjoy a good year of prosperity."

Important matters were dealt with by the convention. A new president was elected to replace Mr. Ziemann in the person of W. J. McCulley of Stratford, who was chosen to fill this important office, and the members who were present expressed their confidence that he will represent the interests of retail merchants faithfully and well during his tenure of office.



Jim Logan of the Alex Logan furniture store, Parry Sound, is some curler as well as tennis player. He was married last fall, but says he will be in the game again this summer.

## C.F.M. SHOW AT TORONTO WAREHOUSE

The Canada Furniture Manufacturers made a display of their furniture lines in the permanent showrooms at 136 King St., East, Toronto, where were set out on the various floors of that big building samples from all their factories, covering furniture for all the rooms in the house.

The company this year showed a big range of new reed furniture for the livingroom, and in upholstered livingroom suites a great many new designs and new coverings were shown.

The diningroom furniture in period suites occupied a floor of the building. Most of the new suites were in walnut and mahogany. Breakfast suites in enamel of strong color combinations were on display in this section also. The diners were the last word in design, a great number running to Windsor design, which makes a very pretty and attractive suite.

Bedroom furniture also had a floor to itself to display the charmes of the new goods. Like the dining furniture the suites ran to period designs in walnut, mahogany and enamel principally. The novelty, gift and small goods section was filled with the newest library tables, dinner wagons, spinnet desks, and similar furniture pieces. The whole show was one of the most complete shown by any manufacturer and about the best this company ever put on.

## HANOVER FACTORIES FORM SELLING ORGANIZATION

The furniture trade will be interested to know that four of the Hanover furniture factories—Peppler Bros. Co. Ltd., Morlock Bros. Ltd., Knechtel Kitchen Cabinet Co. Ltd. and Ball Furniture Co,—have formed a selling and shipping association which will give their many customers a chance to save freight charges by buying assorted carload lots.

With the beginning of 1922 they are being represented in the Maritime provinces and Newfoundland by Mr. Bernard Loeb and in the province of Quebec by J. C. Comeau. Both are well known in the trade, having for many years been the representatives of Phillips Mfg. Co., Ltd., of Toronto, and of Gelinas Ltee. of Three Rivers in the said provinces, and they will continue to represent these firms in the future too. This new combination should bring results to all parties concerned.

# News Of The Canadian Furniture World

A. G. Watson has purchased the furniture business of James Irwin at Campbellford, Ont., and will conduct it under the name of A. G. Watson & Co.

Leduc & Rochefort, whose furniture store at Point St. Maurice, Que., was recently destroyed by fire, intend to have their new store ready for business in the spring.

T. H. McKillip of McKillip & McIntyre, Brampton, Ont., the proud father of a young son born last month.

Bert C. Burroughes received a New Year's present from Mrs. Burroughes in the shape of a cute little daughter early last month.

J. B. LaRose's mattress factory at Hull, Que., was damaged by fire recently.

J. N. Archaumbalt has registered his furniture business at Montreal.

The Guaranteed Upholstering Works, Montreal, has been registered.

R. S. Coryell of the Adams Furniture Co., Toronto, has been elected a member of the executive of Boy Life council, which is intended to be organized throughout the length and breadth of Canada.

The Star House Furnishing Co., Toronto, has been registered.

Fire damaged John J. Ridpath's furniture store at 548 Yonge St., Toronto, recently.

The Great Western Furniture Co (1914) Ltd., Regina, Sask., has changed its name to the Great Western Furniture Co., Ltd.

The Trafford Furniture Co's store at London, Ont., was damaged by fire during the past month.

H. Solomon & Co., Furniture dealers, Montreal, have dissolved and reregistered under the same name.

The fifth annual short course for retail merchants and retail salespeople is to be held in the Science Building of the University of Manitoba, Winnipeg, February 28 and March 1, 2, and 3. The committee in charge have this year made special endeavors to include in the course almost every subject essential to the success of retail merchandising, and they will be intended to cover the various steps of retail selling right from the office to the consumer.

Mr. J. C. Summers is now covering Montreal and Eastern territory for the DeLuxe Upholstering Co. of Kitchener.

A by-law to extend for a further two years the repayment of a loan by the Milverton Furniture Co. was passed by the ratepayers of that Ontario town at the commencement of the year.

A by-law to give partial extention to the Andrew Malcolm Furniture Co. was carried by Listowel, Ont., ratepayers on New Year's day.

The Arnprior Cabinet Co's bonds for $45,000 were renewed by the ratepayers of Arnprior, Ont., at the civic election on January 2.

The Alexandra Furniture Co, Montreal, has been registered.

M. H. Stewart, who for the past twelve years, has been the Alberta representative of the McLagan Furniture Co., Stratford, has severed his connection with that company, and has organized the Stewart Sales Company at Edmonton, and will conduct a jobbing business in furniture and bedding. This will be the only exclusively wholesale furniture and bedding jobbing house in Northern Alberta. Warehouse space has been secured in the Kelly Building, 104th street, Edmonton. Mr. Stewart was in the east during January and attended the various furniture exhibiions.

Fire damaged the Leggatt & Platt Bed Spring Co's. plant at Windsor, during the month just past. An explosion in one of the enamelling ovens caused the fire.

The Beach Furniture Co. are now operating their plant at Cornwall, Ont., 55 hours per week, and have as well increased their factory staff.

The Robert Simpson Co's. (Toronto) furniture staff recently held their annual banquet.

P. L. Convey's furniture store at Arnprior, Ont., was recently damaged by fire.

There are 270 furniture-making plants in Canada, capitalized at $25,000,000, and employing 9,000 hands.

House & Home Specialties Ltd., Windsor, Ont., has been incorporated.

S. R. Rudd, of Arnprior, Ont., has taken into partnership E. A. Scott, formerly of Prince Albert, Sask. The new firm name is Rudd & Scott.

The Geo. H. Ross Co's. furniture business at Fort Frances, Ont., has been sold to J. Tiefenbacher.

Greenwood & Vivian will erect a new furniture store at Stratford, Ont., in the spring.

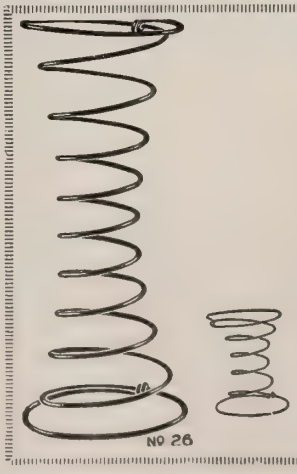
Furniture Gloss is a new concern commencing at Montreal to make polishes.

The Albert Furniture Co., Montreal, has been incorporated with a capital of $250,000.

The Owen Sound Furniture Co. has sold its business to the Legatt Furniture Co.

The Gold Medal Bedding Co., an affiliation of the Gold Medal Furniture Mfg. Co., has opened a warehouse at Moncton, N.B., to take care of its Maritime business. M. H. Nelson is in charge.

The Alexandria Furniture Co. has been registered at Montreal.


**Upholstery Springs**

Highest quality Upholstery Springs, made from the finest grade High Carbon Steel Wire, oil tempered after the coiling operation, thus insuring uniform strength and "No Set." Remember, the quality of your High-Grade Upholstering depends entirely on the quality of the springs you are using.

**HELICAL SPRINGS**

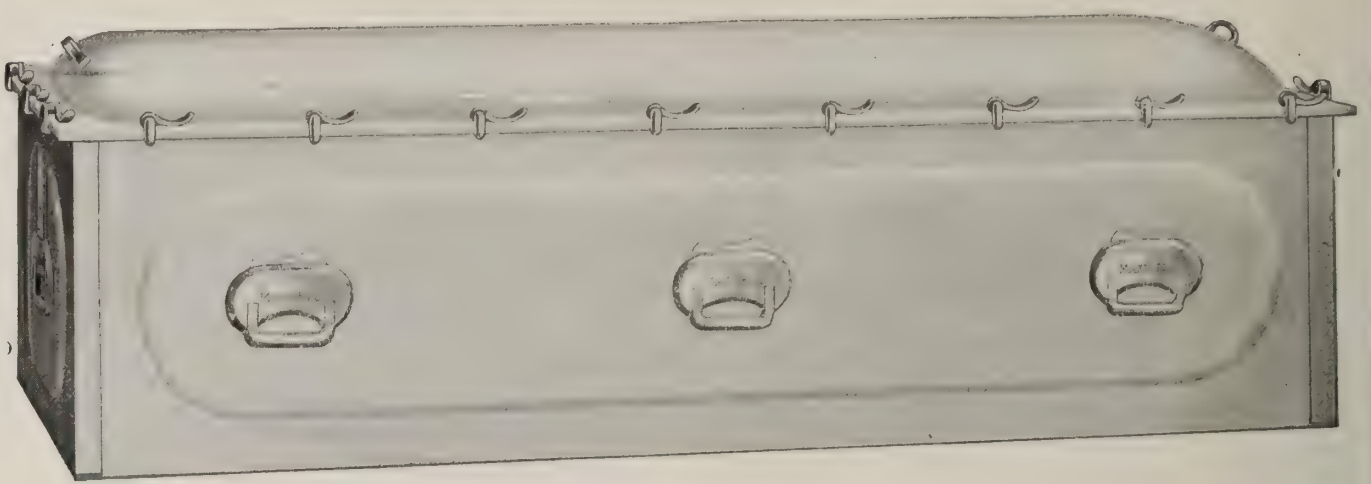
for spring bed and mattress fabrics.

Get the habit ; buy Canadian springs

**James Steele, Limited**

Guelph, Canada

# THE MAXWELL
# Sanitary Copper-Alloy Vault



"Positively the best in the World"

## ABSOLUTELY GUARANTEED
### for FIFTY (50) YEARS
### to resist RUST and CORROSION

**WATER PROOF - AIR PROOF - VERMIN PROOF**

## Because:

Manufactured exclusively of Copper Bearing Steel—the most rust-resisting Steel or Iron known to the art.

All Seams are Oxy-Acetylene Welded.

The cover is securely fastened by the Famous Patented Maxwell Eccentric Sealing Clamps, and specially prepared Perpetual Gasket positively seals the vault and excludes any possible penetration of water or air.

Sturdily and Rigidly constructed. Re-inforced Cover. Will withstand the severest requirements of a Burial Vault.

**BRILLIANT COPPER FINISH**

All Maxwell Vaults are now finished inside and outside with a beautiful, Brilliant Copper Bronze and this rich color is very attractive.

## Dominion Manufacturers, Limited, Toronto, Ont.

*Successors to*

National Casket Company, Toronto, Ont.
The Semmens & Evel Casket Co., Ltd, Hamilton, Ont. and Winnipeg, Man.
Vancouver Casket Company, Vancouver, B. C.
Winnipeg Casket Company, Winnipeg, Man.

*Successors to*

The Globe Casket, Company, London, Ont.
Girard & Godin, Limited, Three Rivers and Montreal, Que.
Christie Bros. & Company, Limited, Amherst, N. S.
D. W. Thomson Company, Limited, Toronto, Ont.

# Funeral Service Department

*Problems affecting the Profession are here discussed and readers are invited to send letters expressing their views on any of the subjects dealt with—News of the profession throughout Canada.*

## ST. CATHARINES' LARGEST CIVIC FUNERAL

### Grobb Brothers of that city take charge of one of the largest funerals held in Niagara Peninsula

THE largest and most imposing funeral which St. Catherines ever witnessed was that of the late W. B. Burgoyne, held on January 3rd, and conducted by Grobb Brothers, funeral directors.

There was, first, a brief service at the family home, followed by a public service at St. Thomas' Church, in which over a thousand citizens of all creeds and walks of life participated. The funeral service was held under the uspices of the Masonic fraternity, who attended in a body 300 strong. Military, parlimentary, civic, sports, the boy scouts and girl guides, as well as many other public bodies were in attendance.

Following the service at the St. Thomas Church the cortege proceeded to Victoria Lawn Cemetery, the streets all along the way being thronged by citizens anxious to pay a last tribute of respect to a true patriot. The cortege was escorted by police and included the 19th band, military officers, Masons and the employees of the St. Catherines *Standard*, of which Mr. Burgoyne was president.

The late W. B. Burgoyne was a native of St. Catharines, a man who rose from the humble walks of life to a position of high esteem in his municipality. He was ex-Mayor of St. Catharines and for the past 25 years one of the outstanding citizens of the city. He was president of the Hydro Radial Union of the Niagara District, president of the Horticultural Society since its inauguration, a fellow of the Royal Colonial Institute of London, Eng., chairman of the Suburban Roads Commission of Lincoln and St. Catharines, a staunch temperance leader and formerly Most Worthy Patriarch of the National Division, Sons of Temperance, and represented the National Division at the British National Division at London in 1906. He was a justice of the peace and a member of Ontario committee of 100 for the prosecution of the war; was a member of the L.O.A.; A.O.U.W.; O.C.H.C.; C.O.O.F. and S.O.E.

One of his prominent achievements was the construction of the Burgoyne bridge, a high level bridge connecting the main and western portions of the city, for which the deceased struggled for over a decade

As a mark of distinction for special service rendered in the war, and because of his leadership in supplying canned fruit for the soldiers at the front and in military hospitals, he was made a Life member of the Canadian Red Cross Society. He was also the Canadian representative of the Inland Daily Press Association of America.

In the passing of Mr. Burgoyne, St. Catherines lost its most conspicuous figure, and the large crowd in attendance at his funeral was a fitting tribute to his works for the betterment of the city.

The handling of this funeral, in which so many organiza-



Scenes at the public funeral given the late W. B. Burgoyne at St. Catharines. The funeral was conducted by Gobb Brothers.

tions participated, and in which so many thousands of citizens joined, was a credit to Grobb Brothers.

The late W. B. Burgoyne was a native of St. Catherines, a man who rose from the humble walks of life to a position of high esteem in his municipality. He was ex-Mayor of St. Catherines and for the past 25 years one of the outstanding citizens of the city. He was president of the Hydro Radial Union of the Niagara District, president of the Horticultural Society since its inauguration, a fellow of the Royal Colonial Institute of London, Eng., chairman of the Surburban Roads Commission of Lincoln and St. Catherines, a staunch temperance leader and formerly Worthy Patriach of the National Division.

## DEATH OF FUNERAL DIRECTOR

Benjamin Johnson, one of the pioneers of Southwold, passed away towards the end of January at the home of his son-in-law, B. J. Schultz, funeral director of Dutton, Ont. Mr Johnson was born on the old homestead, just west of Fingal, where he spent nearly all his life. In his boyhood he attended the Fingal public school and Methodist Sunday school and church, later becoming an honored member and trustee of the same church. In 1867, he married Miss Mary Haviland, of Boston, Norfolk county, and settled on the front half of the home farm in a new house, which he had built, facing Talbot street, where he lived for many years and where his three children were born. His wife predeceased him eighteen years ago. In 1908 he retired into Fingal and four years ago came to Dutton and made his home with his daughter, Mrs. Schultz, assisting Mr. Schultz with many funerals. Besides his sons, Rev John H. Essex, and Dr. Jasper, Edmonton; and daughter Mrs. Schultz, Mr. Johnston is survived by several brothers and sisters: Rev Hugh Johnston, Baltimore, Md.; Jack, Mayville, Mich.; Mahlon, Watrous, Sask.; Mrs. Agnes Fowler, Dutton, and Mrs. James Orchard, Shedden.

## DOMINION MANUFACTURERS ADD CAR BODY DEPARTMENT

Dominion Manufacturers, Ltd., Toronto announce that they have added a new department to their business in a car body department, thus completing their service of catering to every requirement of the funeral director. W. H. Wattman, who has for forty years been building car bodies on his own account, has been engaged to supervise this new department, which will specialize on funeral car, hearse, ambulance, wagon, and combination bodies. The car body factory is attached to the Toronto plant.

## SOME FLOWERS FROM THE DEACON

Enclosed find One Dollar, my subscription for CANADIAN FURNITURE WORLD AND THE UNDERTAKER for 1922. I sure enjoy receiving and reading same from month to month, and must say the Xmas number from every standpoint must have been a great treat to all who were privileged to receive same.

Trusting that 1922 will be all and more than you are looking for and in every way mark an advance.

Season's Greetings,

W. H. Henderson.

Ottawa, Jan. 2, 1922.

# PROFESSIONAL NOTES

P. L. Convey's funeral parlors at Arnprior, Ont., were recently damaged by fire.

The Ontario Casket & Supply Co. has been registered at Toronto.

S. R. Rudd, Arnprior, Ont., has sold a half interest in his business to E. A. Scott, formerly of Prince Albert, Sask. The new firm name is now Rudd & Scott.

Robt. J. Reid & Sons, Kingston, Ont., have recently greatly revamped their premises. Mr. Reid when in Toronto for the furniture show said to THE FURNITURE WORLD that he had now one of the finest funeral parlors in Eastern Canada.

## CANADIANS AT BUFFALO DEMONSTRATION

The annual post-graduatae demonstration conducted by the Central Casket Co. at Buffalo was held this year on Jan. 4 and 5 at the new quarters of that company at 317 Franklin street. A number of our Ontario funeral directors were present to hear Prof. Eccles expound his new theories and demonstrate his new methods. To say he succeeded is to speak a truth for he held his audience from nine in the morning until close to nine at night.

Following the close of the lectures a mock trial was held to see if a funeral director could collect an account in the case of a debt owing by an estate.

"Sir" Chas. Connors was the dead person, and Bob Flint says he looked very natural. Bob Stone was prosecutor with Wm. Stewart as his solicitor. A Buffalo lawyer acted as executor and defended, but he was eventually forced to admit that the Toronto boys were too much for him on the various points raised. The dead man came to life, and all ended happily.

Among the other Canadians noticed at the function were Norman Craig, Art McCabe, N. B. Cobbledick, Toronto; Alex Robinson, of Hamilton; Harry Dell of Ridgeway; J. Atwell of Bridgeburg; and Joe Taylor of Tillsonburg.

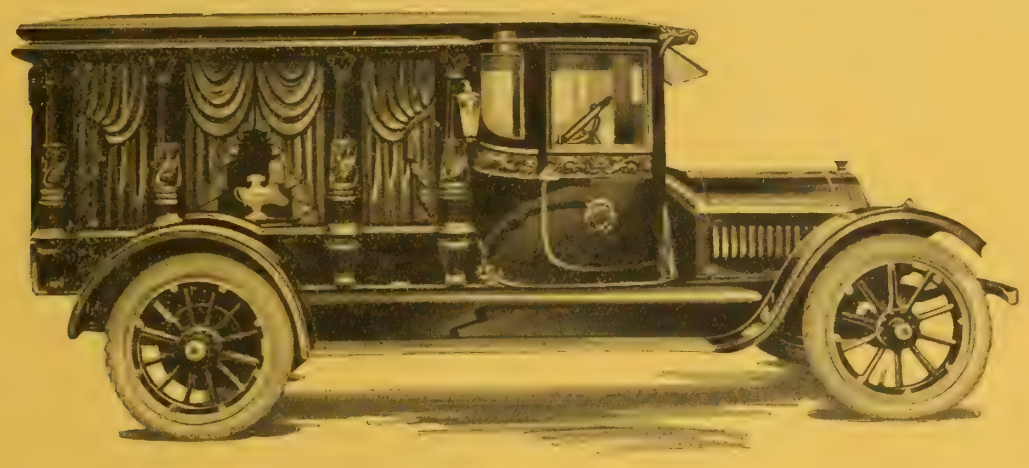
One of the subjects handled by Prof. Eccles was a demi-surgery case. All present gave the professor great credit for the appearance of the body when he concluded.

## SHOW CASKETS AT FURNITURE EXHIBITION

The Guelph Casket Works made a display of their produstions in the Y.M.C.A. building at Kitchener during the furniture exhibition period last month. It was the most ambitious display this company ever put on and reflects credit on the producers of the work. The company is specializing on hardwoods and "quality and service" is its trade slogan.

Six different styles of hardwood were shown, and a great number of cloth-covered cases. One of these latter was a "gates-ajar" in grey embossed plush. Another was a Burmese velour case in grey yand black, very handsome. A purple case and a rose case were central features, and a black plush case was much admired.

Several children's caskets in white embossed plush were shown. A noticeable feature of all caskets was the trimming and upholstery of all the exhibits. They were shown in great variety and splendid workmanship.



# A Dominant Factor

We maintain that the Car Bodies we manufacture represent the best workmanship and materials obtainable—a most dominant factor in Car Body building.

An artisan without a peer in Car Body designing and building — Mr. W. H. Wattman—supervises all branches of the designing and building of our Car Bodies; from the selecting of materials and fittings to the mounting on chassis and painting of the finished body.

Materials are carefully selected, with particular regard to their strength, weight, and wearing qualities, so that when the finished Car Body is mounted on the chassis, it will be of sufficient weight to insure perfect riding and of sufficient strength and wearing qualities to stand up for years, under the severest service.

*We specialize in the designing and building of:—*

**Funeral Cars** **Hearse Bodies**

**Combination Bodies** **Wagon Bodies**

**Ambulance Bodies, Etc.**

## DOMINION MANUFACTURERS, LIMITED

**Head Office and Showrooms, Toronto, Ontario**




# Service —

## A promise that we live up to

There is no doubt that through its injudicious use, the word "Service" has lost a great deal of its true force. Failure on the part of many to fulfill their promises of service has greatly reduced the significance of the word. In the face of this we do not hesitate to put forward "Service" as a basis for your patronage because we know we can make good our promise —we are doing it every day—all over Canada.

There is no funeral director who is not aware of the most important part service plays in his professional duties. To be able to rely upon the prompt and correct execution of instructions given us relieves the funeral director of a great deal of worry, and assures satisfaction for his client.

Every detail is carefully attended to, and we make a point of co-operating with the director to the fullest extent We fully realize the responsibility that is placed upon us, especially in the case of rush orders, and we do everything in our power to obviate delays, mistakes, etc. We want you to take full advantage of the service we offer you, our nearest branch will handle your orders to your entire satisfaction.

## DOMINION MANUFACTURERS, LIMITED

**Head Office and Show Rooms, Toronto, Canada**



# CAN EMBALMING BE SAVED?
# IS EMBALMING WORTH SAVING?

UNLESS we drain from the vein while injecting through the artery, we cannot properly transform pressure into motion sufficiently to secure a thorough and even distribution of our fluid. Failure to drain produces back-pressure and faulty distribution. Injection of the vein does exactly the same think, at least as far as the face and upper trunk are concerned.

Nature has provided two great reservoirs in the body for impure blood. One of these is the vena cava; the other is the lungs. Since by the elimination of a large part of this blood we not only provide a place for our disinfecting fluid, but also promote our second object of beautifying the body for funeral purposes by withdrawing from the system the discoloring element, blood, it is highly desirable that we withdraw such blood as we can obtain from the superior vena cava, because it is the great reservoir into which drain the veins from the parats of the body which we wish to beautify for funeral purposes.

This is best accomplished through the axilliary vein which is the most accessible and located in the most inconspicuous part of the body, the armpit. Through it a tube can be passed beyond the last valve in the innominate vein, which empties into the superior vena cava itself.

Direct drainage, therefore, can thus be effected from the veins in those parts of the body in whose cosmetic effect we are most interested.

At the same time we relieve the counter-pressure on the veins and prmit our fluid, after passing through the capillaries, to occupy the space where the impure veinous blood had been before we drained it from the veins by way of the superior vena cava.

In addition to being the most complex of all of Nature's machinery, the human anatomy is a series of checks and balances. While nature presumes that every organ will unfailingly do its duty, there always is provided some "safety valve" to act in the emergency of a failure of one organ to function temporarily.

One of these safety valves exists in the fact that the walls of the arteries, while resisting stretching under pressure, are to a certain extent at least permeable in order that the heavy, fibrous walls of the arteries themselves may receive the life-giving fluid, blood, and that those portions of the tissue adjacent to them can be nourished.

But the heart pumps on and on. The blood continues to course through the arteries and capillaries where, after having performed its function and having gathered the impurities of the body, it is accumulated in the vein for transportation to the heart and thence to the lungs for purification and oxygenation.

Every embalmer knows that arterial blood is pure, that veinous blood is impure. It must be apparent, therefore, that Nature would provide that the veins be not permeable and that Nature would see to it that the poisons of the human system did not penetrate the walls of the veins and thus carry death to the surrounding tissue.

Nature provides a check against another disaster when she makes the walls of the veins elestic so that in the event of an obstruction, whether it be from external pressure or from internal clot of congestion, that the heart still may beat on and not be choked into inaction by back-pressure from blood-gorged veins.

The elasticity of the vein is another one of Nature's checks and balances. It forms another safety valve which Nature has provided .

But it also points out the reason why sufficient pressure could not be obtained to secure an even distribution through the veins even if they did not contain valves.

*To be continued*

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A. G. Watson has purchased Jas. Irwin's at Campbellford, Ont., and will conduct the same under the name of A. G. Watson & Co.

Richard G. Winter of Grobb Bros., St. Catharines, Ont., came over to Toronto to witness the Joseph Oliver funeral, conducted by F. W. Matthews & Co. last month. Richard is one of those young fellows who wants to learn all he can about funeral directing and is always willing to make a sacrifice in time and money to achieve that end.

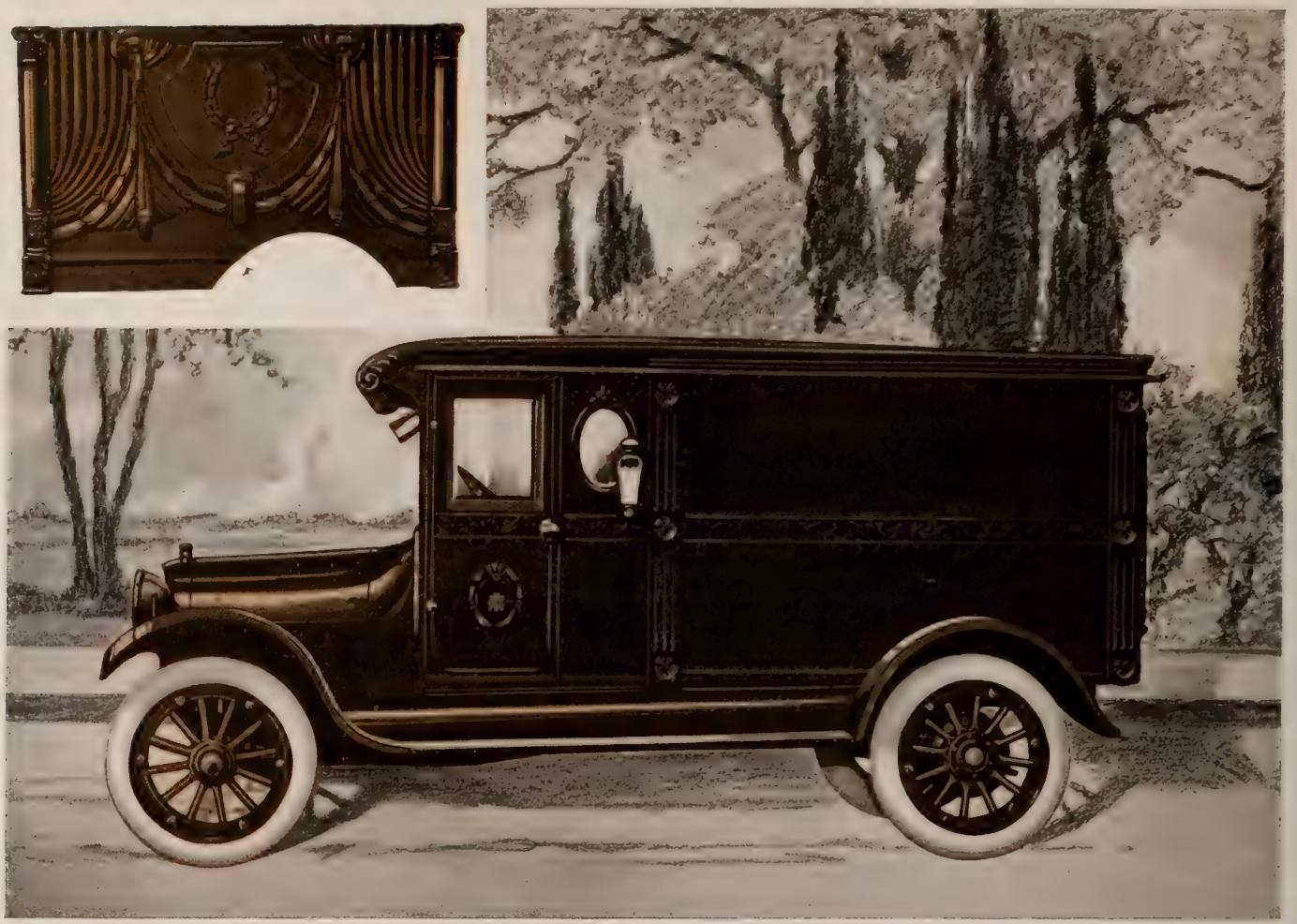


FRONT SERVICE ROOM



THE OFFICE

Two of the rooms in the splendidly-equipped Funeral Home of A. L. Oatman, London, Ont.



This is our Combination Casket Wagon, to be used for hearse when required, or for ambulance as well. This body is made of the best white ash, with large panels of 20-ounce steel that does not check the same as wood will in time. Here you have a complete casket wagon, and to make a hearse of it we furnish full sides as shown on illustration, and you have a hearse complete. We also furnish yet other sides for ambulance. These sides we paint dark green or maroon, letter it in gold, large letters, "ambulance." Then, we make panel on top large panel, and on it a red cross lined with gold, and you have a perfect ambulance. These ambulance sides are all made from yellow poplar, 7/8 in. thick. We make these of wood, as we can use 7/8 in., which makes them strong; and they are light as well, weighing less than 50lbs. each. You can also have yet other sides, when required, for delivering furniture; have a fairly plain side painted dark green or maroon, and lettered to suit. In this way you have four rigs on one chassis—wagon, hearse, ambulance, and delivery rig—and it will look fine in either, and no one need know it is the same rig, for every change is a complete change in itself.

Patented, Canada and United States.

*Write us for further particulars.*

# MITCHELL & COMPANY
## INGERSOLL



Our new model Combination, one of the handsomest bodies made, and is entirely in a class by itself. It gets away from the sameness you see in all hearses, four columns to a side and short panels, and when you see one you see them all. When you see this you see one continuous masterpiece of art and two distinct rigs on one chassis. When you have taken off your hearse side you have an entirely different rig—a rig that you can,t produce by taking out panels. The frame is made of the best of white ash. The balance of body is made from yellow poplar. Now for panels on wagon, we give you steel or wood The driver's compartment is trimmed in leather, dome light in rear. and rear lined with three-ply walnut, mahogany, quartered oak, or B.C.fir, as customers desire. These veneers are perfect, lining where water can't get to them to open them up. We use all-silver mountings. Lamps of the best, electric lighted. Now we give you any hearse that we make in a combination or in hearse only, at LESS COST.

Patented, Canada and United States.

*Quotations sent promptly on request.*

# MITCHELL & COMPANY

## INGERSOLL

# CHANGE IN SARNIA FIRM

MR. GEORGE L. PHILLIPS has retired from the undertaking business so successfully carried on by him for many years at Sarnia. The business will in the future be conducted by his two sons, W. L. Phillips and H. N. Phillips, under the former name, "Geo. L. Phillips." In transferring the business the new owners hope to merit and to receive the favorable consideration and liberal patronage which the business has so long enjoyed; and in the matter of service, terms and credit they will continue the policy heretofore pursued.

Since retiring Mr. Geo. L. Phillips has taken unto himself a wife, Mrs. Mina R. Johnson, of Detroit, the cerimony having taken place on Saturday, Jan.14, at the laatter city. Mr. and Mrs. Phillips will spend the winter in California.

G. L. Phillips, who has retired from the funeral directing business which he has carried on in Sarnia for the past years, is an example of the unusually successful business man who after a very active life is in the fortunate position to be able to take a respite from the cares of business while he is still in a state of health and vigor to enjoy a period of recreation.

Mr. Phillips can be regarded as one of the pioneer manufacturers and business men of Western Ontario. Forty-five years ago he moved from Bath, Ont., in the Kingston district, and established a furniture factory at Camlachie. The latter point was at that time a somewhat important link in the operations of the Grand Trunk Railway in this part of the province. The river terminal of the railway was then at Point Edward where car ferries transported the trains across the St. Clair river before the tunnel was built. Camlachie was therefore an important centre for railway men and Mr. Phillips' furniture factory did a big business with the employees who were able to buy their furniture direct and transport it on their vans to their homes at little cost.



MR. GEO. L. PHILLIPS
Pioneer funeral director of Sarnia, who has retired from business.

### Formerly in Furniture Manufacturing

When the St. Clair tunnel was constructed, however, it changed the course of traffic and directly affected business at Camlachie. Mr. Phillips recognized that he would have to move his factory in order to get into the right channel as regards population. He first moved to Point Edward and after a brief period there went to Sarnia, which was at that time a small, but promising town. That was thirty-six years ago.

Mr. Phillips speaks with some pride of his early factory. He employed at times almost a score of men and competed successfully against more pretentious forms at Oshawa, London and Bowmanville which at that time were making strong bids for the furniture trade of the country. Mr. Phillips made a specialty of lodge furniture and the evi dence of proficiency which he gained in this department remains today in the furniture of the various lodges of the city. At Point Edward the Oddfellow lodge contains the furniture which Mr. Phillips manufactured for it 42 years ago. He believed in turning out articles that would survive the ravages of time and in this he established a high reputation for quality. Love of the artistic side of furniture-making has remained with him always and in his spare moments during the past two years he constructed a grandfather's clock from walnut which he brought with him from the east 45 years ago. It was all done by hand and is a magnificent specimen of work.

### Located on Front Street

When Mr. Phillips first came to Sarnia he located on Front street where George Reeves' store stands now. Later he moved across the street to the block where Mr. Broderick's place of business is. Front street was then very inconsequential compared with its present standing. In fact there were great unbuilt spaces throughout the town. When laer Mr. Phillips moved to his present location the area around there was practically devoid of buildings. On north Vidal street where Mr. Phillips' commodious home is, there was practically no buildings in that block. Mr. Phillips recognizing the possibilities of the city secured a considerable amount of property in the vicinity of his place of business which has since justified his business acumen and confidence in the future of Sarnia.

### The Change to Motors

When Mr. Phillips abandoned the furniture manufacturing 25 years ago to turn his energies exclusively to funeral direction his devotion to constructive art was exemplified in the fact that he built his first wo horse-drawn hearses himself and he has constructed the majority of caskets to this day. Eventually he had eight vehicles in his funeral equipment before the motor driven cars came into use. Five years ago the first operation in the change to motor-driven cars was made by Mr. Phillips. Mr. Phillips describes the event as follows: He had secured a small car to be used more in making calls than for actual funeral service. At that time a number of prominent citizens had died and the families expressed the wish that a motor hearse be used. This was done and these were the first occasions upon which a motor hearse was used in Sarnia. Thereafter the change to the motor hearse came with remarkable rapidity until today there is practically no demand for horse-drawn funeral carriages, either in the city of the country. The Phillips firm now has six funeral cars and a motor-driven ambulance, the motor hearse being among the finest in Canada.

---

Alex. Lang, funeral director at Kirby, Ont., died at his home there on January 25. He was buried at Orno. Mr. F. F. Morris of Bowmanville conducted the funeral.

# Ontario Examiners' Annual Report

THE annual report of the Board of Examiners of Ontario for 1921 has just been issued. In that summary Secretary T. E. Simpson reports that the Board has experienced no special difficulty in the discharge of its duties during the year.

"We have, however, found more than the ordinary number of changes in the location of our members; some have disposed of their business and retired temporarily; others have disposed of their business and re-established themselves in some other locality; while a great many assistants have for various reasons found it necessary to change their place of employment. This, we believe, is not peculiar to our membership alone but is common to all lines of human activity during this period of reconstruction through which we are passing, and I hope our members will realize the necessity of informing the Secretary of any change in their address so that our records may at all times be complete and up-to-date.

"As the Board has no official inspector the work of inspection has to be carried on by the members of the Board individually. Many sections of the Province have been visited during the year and everywhere we have found, with very few exceptions, general approval of the "ACT" and a willingness to assist in its enforcement, and our observations have shown conclusively that the great majority of our members are much better equipped to serve the public than they were prior to the passing of the "Embalmers' and Undertakers' Act" and the regulations authorized therein. We have, however, experienced some difficulty with some of our members in the renewal of their licenses and in a few cases we found it necessary to institute legal proceedings against the offender, but I am pleased to report that each case was satisfactorily settled before going to trial.

"The Board have for some time felt the need of more uniformity in the Laws and Regulations governing the practice of embalming in the different Provinces in the Dominion as well asa the regulations governing the transportation of dead human bodies. This can only be accomplished by those interested from each Province meeting together in conference from time to time and agreeing on a Standard of Qualification that would be acceptable to all the Provinces. Having this in mind we welcome the formation of the Dominion Association of Directors of Funeral Service, which was formally organized during the past year and which we believe will be the proper organization to deal with questions of this kind and we hope this important matter will not escape their early attention.

"On February 8th, 1921, the Lieutenant-Governor-in-Council approved of a number of regulations under the Act. These are given in full in this report for the benefit of the members and others concerned.

"The Board appreciates the assistance of Mr. A. D. LePan, Superintendent of Toronto University, in placing at our disposal at a nominal charge the Anatomical Section of the University Building for examination purposes.

"The Board held three meetings during the year, viz.:—in February, September and December. An accurate account of the transactions of the Board has been recorded in the Minute Book, and may be seen at any time by those interested, by calling on the Secretary.

"The Books aand Accounts of the Board have been carefully audited by a chartered accountant as required by the Act. His statement of Receipt and Disbursements is given on another page of this report and shows the finances to be in splendid shape.

"There were two examinations held during the year for those desiring to qualify as Embalmers. The examination included a written paper consisting of forty questions dealing chiefly with the following subjects:—Anatomy, the Circulatory Systems and Sanitation. In addition a practical demonstration is required to show that the candidate is competent to carry out in actual practice, the theories which he has written on his paper. The number of candidates this year was greater than any previous year and the splendid papers written and the practical demonstrations given by most of them, showed evidence of careful preparation. At the February examination there were thirty-one candidates, twenty of whom were successful in passing, three obtaining honors; and in September fifty-seven candidates presented themselves, thirty-two of whom were successful, three obtaining honors.

"Two examinations are held each year, in the Anatomical Section of the University Building, Toronto, one in February and the other in September. Forms of application and full information can be obtained from the Secretary.

"Attached to this report will be found a list giving the name and address of every Undertaker and Embalmer in the Province of Ontario, who has, up to the 14th of January, 1922, taken out his license for the year 1922.

"Attention has been particularly directed to the following; Section 15, subsection 1, of the Act reads as follows: "Every person who as an Undertaker conducts or directs

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the burial of any human body shall forthwith upon the form prescribed by the Regulations of the Provincial Board of Health notify the Secretary of the Provincial Board of Health of such burial." Blank cards for making returns of all burials may be secured from Dr. J. W. S. McCullough, Chief Officer of Health, Toronto, and every Undertaker is required to use them regularly.

"All assistants who are engaged wholly or in part on account of their ability to embalm, must hold a Certificate of



GERALD F. STEELE
Elected alderman at Forest, Ont., for 1922.

Qualification and also an Embalmer's License for the current year in order to meet the requirements of Section 13 of the Act. Employers are expected to see that their assistants are duly qualified under this Section.

"Every Undertaker carrying on business in the Province of Ontario must have an "Undertaker's License" as required by Section 14 of the Act. The annual fee for such license is $1.00 and application should be made to the Secretary of the Board of Examiners. If the business is conducted under a partnership each partner who takes charge of the burials, should have an Undertakers' License and any assistant who may be engaged to assist in the Undertaking business and who may have charge of any of the burials should have an Undertaker's License.

"Embalmers locating in Ontario who have passed the prescribed examination before any State Board of Examiners in the United States or Provincial Board in any Province in the Dominion of Canada, where such examination requires an equal or higher standard of qualification to that required by the Examining Board of this Province, will, upon furnishing such evidence as the Board may require, be granted a Certificate of Qualification to practice in the Province of Ontario without examination, upon the payment of the fee of $20.00."

hen follows the amendments added last year and which were published a year ago in Canadian Furniture World.

The number of certificates granted on examination last year 52: number of applications held over (lack of experience) 4; amount of fees received, including interest $4928.91; travelling and other expenses of the Board, salary of Secretary, postage, etc., $3610.08; Undertakers' Fees paid Provincial Board of Health, $989.00.

## ONTARIO FUNERAL SERVICE EXECUTIVE MEET

The Executive Committee of the Ontario Funeral Service Association met for the first time in 1922 in Secretary W. Hulbig's office on Monday and Tuesday, Feb. 6 and 7, to discuss ways and means for improving the Association and to deal with outstanding matters and take up a tentative program for this year's convention.

The Legislative Committee met with the Executive on the first day and thoroughly discussed the questions of license, transportation, qualification, etc., and asked the Executive Committee to present their recommendations before the Ontario Government, after consultation with the Ontario Board of Examiners.

On the second day an executive meeting was held and plans prepared for this year's convention. At noon the Executive and members of the Board of Examiners were the guests of the secretary at luncheon at the Ontario Club. There were but two absentees, one of whom, T. H. McKillip, came in for the afternoon meeting. Those present were Jos. Tickell, chairman; T. E. Simpson, M.P., secretary; and W. G. Burrows and C. N. Greenwood, members of the Examining Board; President Wm. Britton of the O.F.S.A.; Secretary W. Hulbig; Treasurer N. B. Cobbledick; and F. W. Matthews, A. A. Jackson, F. F. Morris and James O'Hagan.

After justice was done the good things provided the various boards came together in joint meeting and discussed matters for improving the standing of the profession.

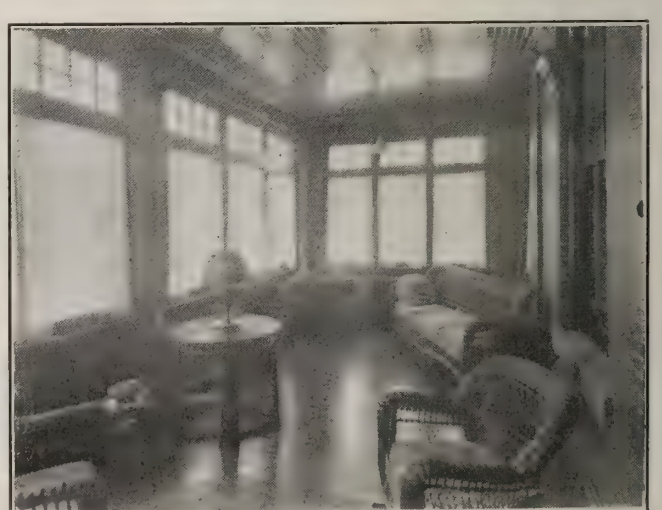
A second joint meeting was held to discuss plans for the meeting of the Canadian National Funeral Service Associatiion, and a resolution was passed to hold both conventions during the second week of Exhibition in September next.

A further Executive meeting will be held in April.

Mr. Scott, second vice-president, who is ill was unable to be present.

## DOMINION MANUFACTURERS MAKE CASKET DISPLAY

The Dominion Manufacturers, Ltd., made a display of their complete casket lines in their own showrooms at



The Sunroom, one of the rooms in the splendidly-equipped Funeral Home of A. L. Oatman, London, Ont.

Toronto for the benefit of visitors attending he Toronto Furniure Exhibition last month as well as featuring the latest styles and models a great showing was made of their hardware, costumes and other accessories. It was a display well worth while.

# Undertakers Shipping Directory

**ONTARIO**

**Aylmer—**
Pierce & Co.

**Barrie, Ont.**
W. D. Minnikin,
Phone No. 431.

**Bobcaygeon—**
Byng, G. C.

**Bowmanville, Ont.—**
Morris & Son, L. 'Phone 10.
Williams & Cann.

**Brantford—**
Thorpe Bros.
Funeral Directors.
Successors to H. S. Peirce.
Both phones, 200.

**Chatham—**
A. L. Jahnke.

**Dungannon —**
Sproul, William

**Elmira—**
Chris. Dreisinger.

**Fergus—**
Geo. B. Thomson. Office phone, 194. Residence phone 209

**Hamilton—**
Blachford & Sons.
57 King Street West
Dodsworth, A. H.
59 King St. W.
Robinson, J. H. & Co.,
19-21 John St. N.

**Ingersoll—**
McIntyres.
F. W. Keeler, proprietor

**Kingston—**
Reid, Jas., 254 Princess St.

**London—**
Ferguson's Sons, John
174 to 180 King St.

**Midland—**
A. Barrie.

**Mount Forest—**
Walsh & Weston.

**North Bay—**
F. J. Martyn.
Wagar Furniture Co. Ltd.

**Orillia—**
Mundell. J. A. Phone 126
150 Mississaga St

**Ottawa—**
Geo. B. Burney, formerly of Rogers & Burney, 338 Somerset St., Phone, Queen 81. Geo. B. Burney, H. B. Burney.

**Oshawa—**
Luke Burial Co.
D. W. Dalton, Motor Equipment.
Disney Undertaking Co.

**Owen Sound**
Chas. H. Fulton.
Phone No. 118.
R. A. Breckenridge.

**Paris—**
H Hudson & Son

**Schomberg—**
F. Skinner.

**St. Catharines—**
Grobb Bros.
144-146 St. Paul St.

**St. Thomas—**
William, P. R., & Sons, 519 Talbot St.
P. R. Williams & Sons.

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White & Co., 80 Ontario St.
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1508 Danforth Ave., and 2068 Queen St. E.
Auto equipment for all branches of service.
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1202 Yonge St.
Motor equipment for all branches of service.
Motor ambulance.
Phone North 4400.
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Washington & Johnston,
707 Queen St. E.
Corner of Broadview.

**Walkerville—**
A. Norris & Son.

**Welland—**
J. J. Patterson & Sons.
Sutherland, G. W.

**Whitby—**
Nicholson & Seldon.

**Windsor—**
A. Norris & Son.
J. A. Oates.

**Woodstock—**
Paul Bedford.

**MANITOBA**

**Brandon—**
Campbell & Campbell.

**Dauphin—**
Farrell, A. F.

**Winnipeg—**
Thompson Co., J., 501 Main

**SASKATCHEWAN**

**Moose Jaw—**
Broadfoot Bros.

**ALBERTA**

**Banff—**
Jas. A. Reid
346 Otter Street.
P.O. Box 53. Phone 99.

**QUEBEC**

**Montreal—**
Geo. Vaudelac, 1329-1332 Rue Cadieux and 68-70 Rue Rachel. Phone. St. Louis 1203.
Tees & Co.,
912 St. Catherine St. W.

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171 Lutz St.

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At the Canadian establishment of H. S. Eckels & Co. (Robert S. Flint, Manager, Toronto, Ont.), because your cheques are deposited in a Canadian bank at full face value. That is why, despite the temporary unfavorable exchange situation with the United States, we are enabled to make you a very considerable saving.

The Eckels embalming fluids are prepared in Canada from materials compounded by H. S. Eckels, according to formulae known to him alone.

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**Robert S. Flint, Manager, 142 Quebec Ave., Toronto, Ont.**

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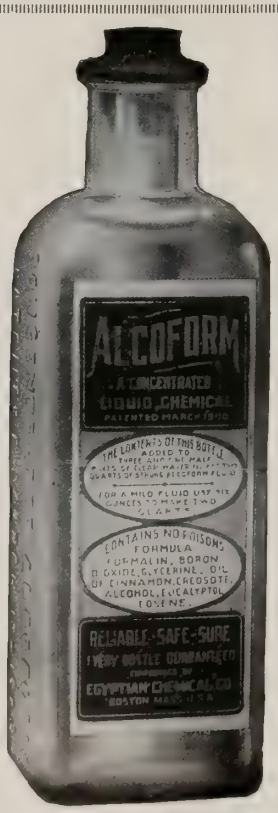
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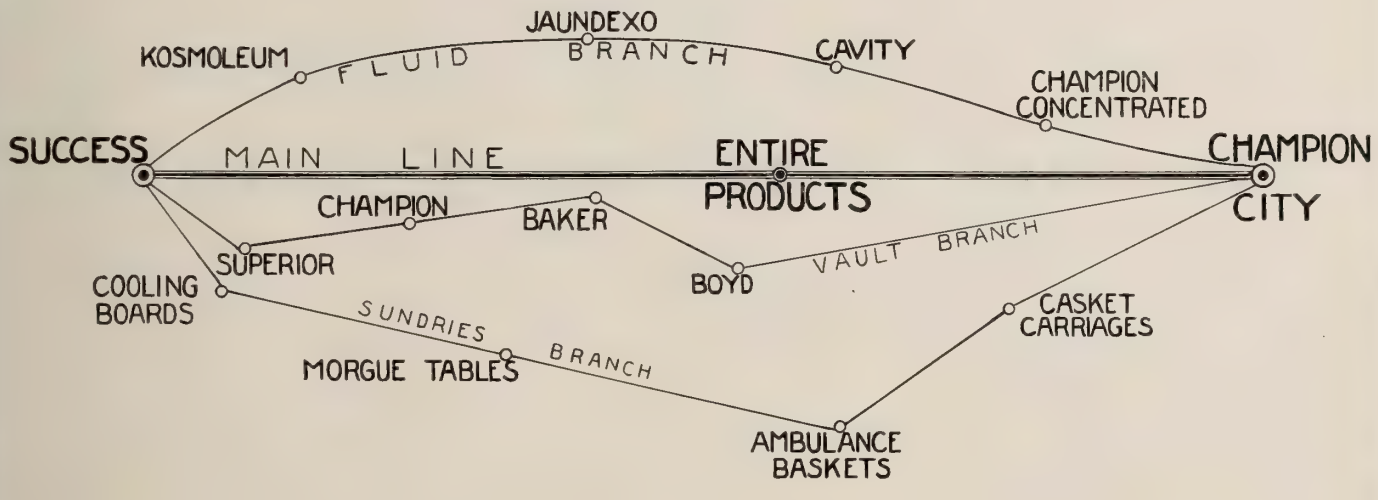
WANTED—First Assistant and Embalmer; married; not afraid to work; firm doing more than 1000 orders a year. Such a man with years of experience (about 35 years of age preferred. None but the very choicest of persons in this business need apply. Box 142, Canadian Furniture World, 51 Wellington St W., Toronto 2-22-1

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We will give first prise $50.00: second $25.00: third $15.00: fourth $10.00. This contest is open to all Furniture Dealers and their employees. All suggestions must be submitted by February 25th and the names of the winners will be published in the March issue of this Magazine. Address replies to:—

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## LEGGETT & PLATT SPRING BED CO.

**WINDSOR - ONTARIO**

Vol. XII, No. 3. Published by The Commercial Press, Limited 51 Wellington West, Toronto MARCH, 1922

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*Toronto, March, 1922*



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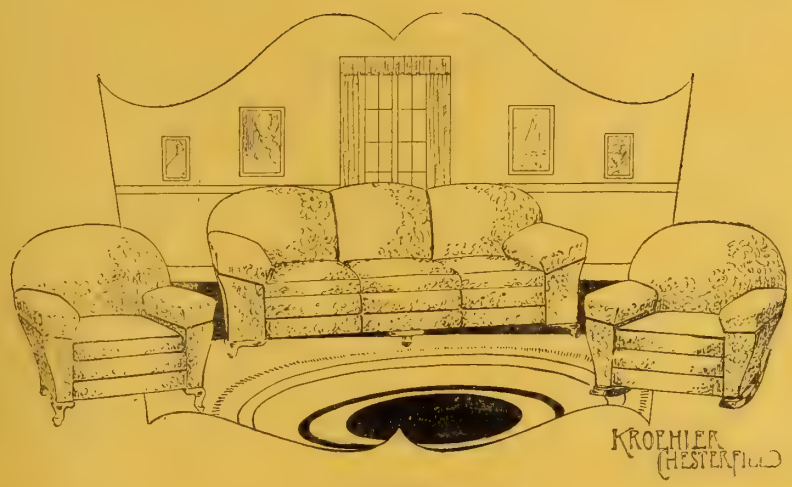
Sterling Furniture

*Our aim is to make goods up to the standard our trade-mark implies—"Sterling" in every respect.*

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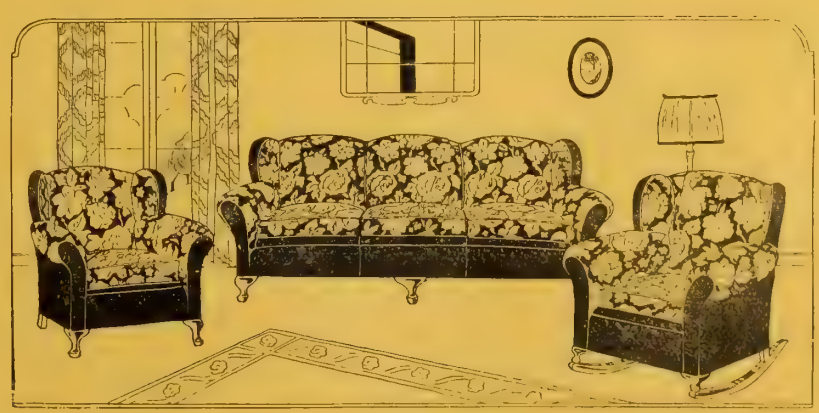



No. 236

The prices of these suites are in line with your customers' desires, and the designs and workmanship are sure to give satisfaction.

Kroehler Chesterfields stimulate business. They are well known and you have but to let your patrons know that you carry them to set the ball rolling.

MEMBER HOME FURNISHINGS BUREAU, INC. 1921
BETTER FURNISHED HOMES MEAN GREATER HAPPINESS
TRADE MARK REGISTERED



No. 804

## The Kindel Bed Company, Limited

STRATFORD ONTARIO

STRATFORD FURNITURE



No. 5207—Extension Table

# Sell Sati

The ever dependable quality of McLagan Furniture brings it naturally to the fore when dealers are ordering their requirements for Spring and Summer.

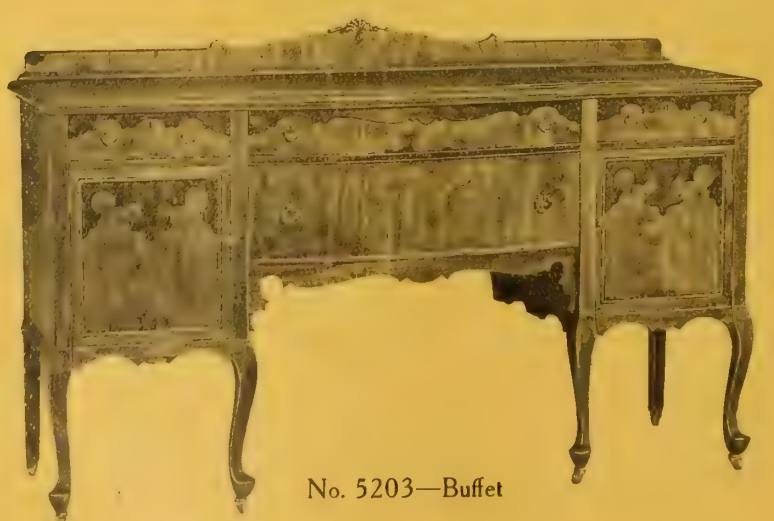
No matter what the design, the individuality of McLagan Furniture is always present, and the dependability of this line as a builder of trade is recognized by every dealer who handles it.



No. 7651—Mirror

## The McLagan Fur

**Stratford**



No. 5203—Buffet



No. 5159—Diner

STRATFORD FURNITURE

# sfaction

The Queen Anne Suite illustrated here is in Walnut, and is marked by the McLagan individuality of construction and design--a suite that truly responds to the tastes of discriminating buyers. Behind the quality of each piece is the name McLagan, which is a guarantee in itself.

There can be only one result of supplying furniture that pleases your patrons and at the same time brings profit to you, and that is—greater business.



No. 5204—China Cabinet

## niture Co., Limited

**Ontario**

MEMBER HOME FURNISHINGS BUREAU, INC. 1921. BETTER FURNISHED HOMES MEAN GREATER HAPPINESS. TRADE MARK REGISTERED.



No. 5159A—Arm Chair

STRATFORD McLAGAN CANADA SHOP MARK



No. 5208—Side Table

STRATFORD FURNITURE

# The World's Easiest Easy Chair



## ROYAL EASY CHAIRS

The Royal line is an all year round seller, and includes period and over-stuffed models, designed, finished and upholstered to harmonize with every room in the house.



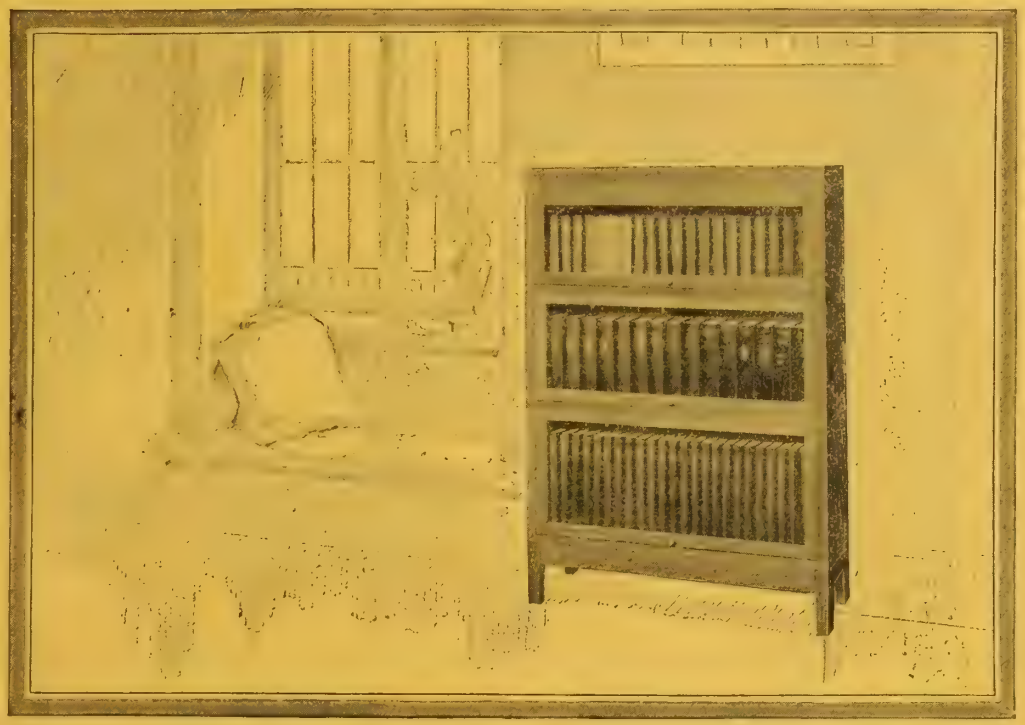
The Royal line is nationally advertised, but you should also feature it in your own ads. Let your patrons know you stock it.

Drop us a line for particulars of our new three piece divanette suites and our unusual line of living room furniture.

THE
**Farquharson, Gifford**
COMPANY
**Stratford, Ontario**

STRATFORD FURNITURE

# Globe-Wernicke Sectional Bookcases



## A New Style Bookcase That Will Be Popular

*THE NEW UNIVERSAL STYLE*

*Made in*
**Quartered Oak**
**Imitation Mahogany**
**Imitation Walnut**

The Universal Sectional Bookcase is the latest and most up-to-date product of our factory, and will undoubtedly win for itself a high place in the Globe-Wernicke family of Sectional Bookcases.

One of the new features of this bookcase is the absence of all exterior metal parts, except a small unbreakable knob on each door. The cabinet work is so exact that the sections can be placed side by side in such a manner that the divisions are hardly noticeable.

Our first output of the "Universal" met with such a demand that we were completely sold out, but it will only be a matter of a few weeks before we can fill all orders again. It is therefore advisable to consider your order now so that shipment can be made at the earliest possible moment.

Your customers want sectional bookcases of real merit and it is up to you to supply them.

## The Globe-Wernicke Co. Ltd.

**STRATFORD - ONTARIO**

STRATFORD FURNITURE



No. 686 Buffet

# Show Stratford This

Goodwill may be known by different names, but the fact remains that it is absolutely necessary to a successful business. In the furniture trade honest dealing and good service must be backed by genuine values in furniture of unquestionable quality and attractive design. Furniture built by the Stratford Chair Company has a reputation for building goodwill for the dealer, which means that in



No. 686 China Cabinet



No. 686 Arm Diner

## The Stratford Chair Company

Stratford - Ontario

STRATFORD FURNITURE

# Chair Furniture Spring

quality, value and design it is correct, and answers the demand of the buying public. The greatest purchasers of Stratford Chair Furniture are people of moderate means, who demand real value as well as dependability. Dealers who handle this line can satisfy the greatest percentage of their prospective customers.

Illustrations are from our No. 686 Suite in Plain Oak.



No. 686 Buffet

MEMBER HOME FURNISHINGS BUREAU, INC. 1921
BETTER FURNISHED HOMES MEAN GREATER HAPPINESS
TRADE MARK REGISTERED



No. 686 Diner



No. 686 Table

## The Stratford Chair Company

Stratford - Ontario

STRATFORD FURNITURE

# Genuine Reed Furniture



There is a market today for Genuine Reed Furniture. It is not a "holiday" special but a good seller all the year round. Few people would select an imitation when the genuine can be had at the same price. Dealers who have tried this out know that Imperial Rattan Furniture always nets good business.

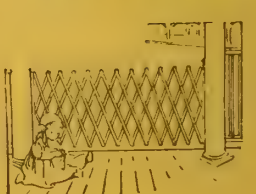
THE IMPERIAL RATTAN COMPANY, LIMITED
STRATFORD - ONTARIO

# Verandah and Lawn Furniture



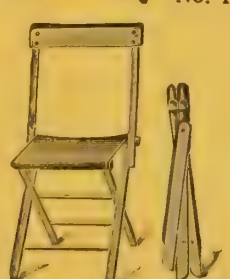
No. 17

An early start on Summer lines is absolutely necessary in order to make the most of the season. The progressive dealer has no hesitation in stocking verandah and lawn furniture made in Stratford because he knows there will be a demand for it. Send in your order now.



No. 67

Lawn Swings — Folding Chairs — Camp Stools and Cots
Folding Tables — Children's Furniture — Adjustable Lawn Chairs
Folding Extension Gates — Suspended Verandah Swings



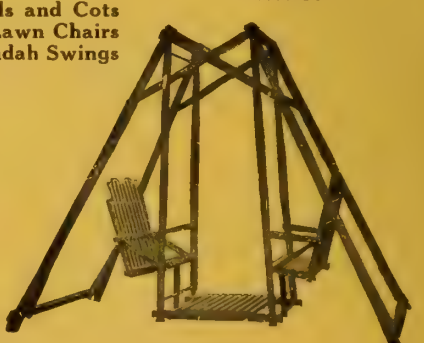
No. 15



No. 22



No. 0



Ontario

THE STRATFORD MANUFACTURING CO., Limited
STRATFORD - ONTARIO

# *Suite No. 86*

***Quartered Oak Italian Design***

◈

***New Rennaissance Finish***



THE dresser illustrated here is from a complete suite—No. 86. It is a decidedly attractive suite, and is made in Quartered Oak in an Italian design, and is being featured in the new Rennaissance finish. ¶ To feature this suite in your spring displays is a step in the right direction, because it cannot fail to draw customers. Its beauty alone makes a marked impression, but the quality that is so decided an element in Jacques productions always carries weight in making sales.

MEMBER HOME FURNISHINGS BUREAU, INC. 1921 — BETTER FURNISHED HOMES MEAN GREATER HAPPINESS — TRADE MARK REGISTERED

## THE JACQUES FURNITURE COMPANY, LIMITED

KITCHEHER - ONTARIO

LLOYD LOOM PRODUCTS BABY CARRIAGES DOLL BUGGIES WICKER FURNITURE

# ANNOUNCING

*The Incorporation of*

## HEYWOOD-WAKEFIELD COMPANY *of* CANADA LIMITED

Successors to

THE LLOYD MANUFACTURING COMPANY

**Manufacturers of**

# Pat. Process Lloyd LOOM Products

## *Baby Carriages & Furniture*

The new company will continue the splendid co-operative spirit manifested by the old one toward dealers and consumers alike. Every possible attempt will be made to increase consumer demand for Lloyd Loom Products so as to help build better business for the dealers. There will be no changes in the designs of the famous Lloyd Loom Baby Carriages except as improvements are developed from time to time. A new line of furniture will be added which will be the finest in the wicker line made in Canada. New Doll Buggies will also be manufactured in our Orillia factory. The Furniture and Doll Buggy line will be announced later. In the meantime stock up with Lloyd Baby Carriages so as to be prepared for the great Spring rush which will soon be here. We have a big factory but even it has its limitations.

## HEYWOOD-WAKEFIELD COMPANY *of* CANADA LIMITED

**ORILLIA, CANADA**

***Made in Canada*** ***Made by Canadians*** ***Made for Canadians***

*Furniture that arouses the impulse to buy.*



WHEN you buy Malcolm & Hill furniture you are concentrating on your store the knowledge of an organization with real experience behind it. Constant endeavor to satisfy has placed Malcolm & Hill furniture high in the estimation of dealers who have proved its business-building qualities.

Its beauty of finish and design are qualities that immediately arouse the impulse to buy, and its moderate price appeals to the large range of patrons on which most dealers depend.

*Your stock for spring is not complete if you have omitted this line.*

MEMBER HOME FURNISHINGS BUREAU, INC. 1921. BETTER FURNISHED HOMES MEAN GREATER HAPPINESS. TRADE MARK REGISTERED

# MALCOLM & HILL, LIMITED

*Head Office*
KITCHENER

*Branch Factory*
LISTOWEL

# Royal Box Springs
# Kapok Mattresses
# Felt Mattresses
# Comforters
# Pillows, Etc.

DO YOU WANT
MORE BUSINESS
IN YOUR BEDDING DEPARTMENT
DURING 1922?

By handling and featuring this reliable, dependable line you are giving your department a boost in the right direction. Profit and satisfaction are two words intimately connected with our line.

## The Canadian Feather & Mattress Co. Limited
**TORONTO and OTTAWA**



No. 391
A New Art Mirror
Popularly Priced

***The Printer Has It.***

## OUR NEW CATALOGUE "L"

is on the press, and will be distributed shortly. It has the newest in

***Mouldings, Frames***
***Framed Pictures, Framed Mirrors***
***Picture Framers' Sundries***

We want your name on our mailing list

***Write for a copy now***

## Phillips Manufacturing Company, Limited
**258 to 326 Carlaw Ave.** **TORONTO ONT.**

# Exclusive New Designs

Furniture dealers will be surprised at the value contained in the exclusive new designs that we are offering from time to time to the furuiture trade. Be on the lookout for the Hespeler traveller. He has something worth while for you. Hespeler productions should form part of your spring and summer displays—they make sales and build up your profit.

*The* HESPELER
FURNITURE CO. LIMITED
HESPELER ONTARIO



No. 1922-Buffet

# The Beaver Line

## One Sale Leads To Another

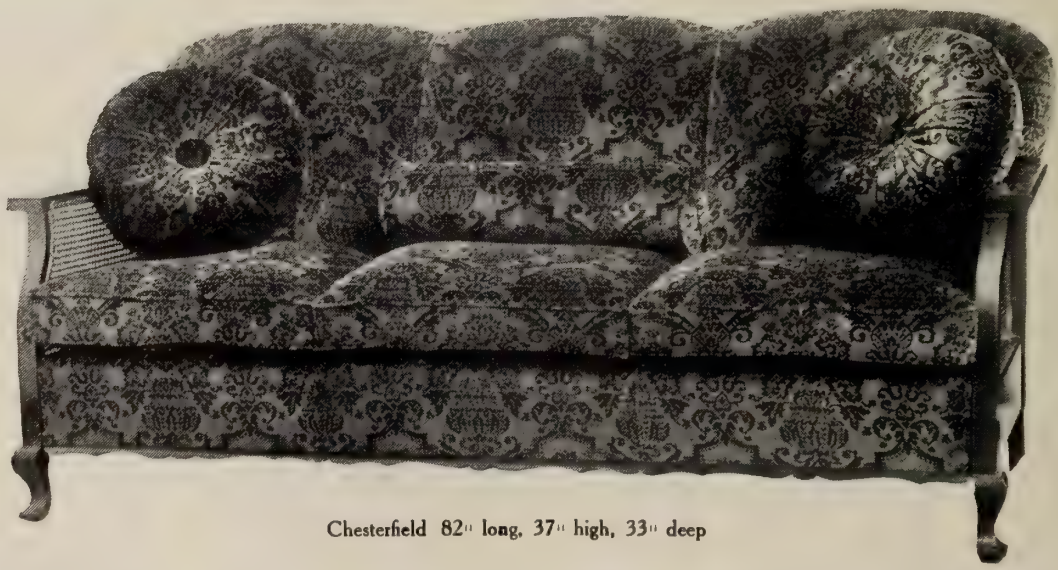
Every piece of Beaver Furniture that you sell is making another booster for your store. Entire satisfaction is given and the purchaser is sure to make the fact known.

Beaver Dining Room Furniture creates business long after it has passed from your hands. A little consideration therefore will convince you that Beaver Furniture should form an important part of your displays.

MEMBER HOME FURNISHINGS BUREAU, INC. 1921 — BETTER FURNISHED HOMES MEAN GREATER HAPPINESS — TRADE MARK REGISTERED

**The Beaver Furniture Company**
Limited

**Kitchener -:- Ontario**



Chesterfield 82" long, 37" high, 33" deep

When in daily use there is a delight and comfort derived from Specialty Upholstered Furniture that every one appreciates. Your customers are naturally drawn to such creations. By catering to this demand no dealer can go wrong, and within a short time the results will justify the regular handling of this line.

***SPECIALTY UPHOLSTERING CO. - WATERLOO, ONTARIO***

To have the Malcolm reputation behind you in selling, adds to your profit and quick turnover.



Buffet No. 220

Most dealers would like to make a business asset out of every sale. When it comes to furniture there is one sure way — Malcolm Furniture. The sale is merely the beginning of the good feeling that is created through supplying good furniture. Increased business is sure to follow.

Your customers are instantly attracted by the beautiful designs and finish of Malcolm Furniture. The word "sell" implies effort on the dealer's part, but of this line it can be said that the customer "buys" it.

MEMBER HOME FURNISHINGS BUREAU, INC. 1921. BETTER FURNISHED HOMES MEAN GREATER HAPPINESS. TRADE MARK REGISTERED.

*The*
# ANDREW MALCOLM FURNITURE CO.
LIMITED

KINCARDINE LISTOWEL

# *It Pays to feature*

# ARISTOCRAT and WELLWORTH MATTRESSES

A customer usually pays considerable attention to the purchase of a mattress, and invariably is impressed with the guarantee that goes with the Aristocrat and the Wellworth. The quality of the ticking, appearance, and carefulness of manufacture first make their appeal, then the guarantee satisfies any doubt as to the high quality of filling. We guarantee the filling to be 100% pure Java Kapok.

Your mattress sales can be increased by featuring these two ready sellers. We can also meet your requirements with regard to other grades of mattresses.

## The Standard Bedding Company

**27-29 Davies Avenue - Toronto. Ontario**



No. 482 Chair
Seat 19" x 19" Height of Back 26"

No. 482 Rocker
Seat 19" x 19" Height of Back 26"

## Willow Furniture

**for the Livingroom Sunroom or Verandah**

The Chairs illustrated are two of our best sellers—upholstered in Tapestry with reversible cushions. Finished in Natural White, Buff or Fumed. Order your requirements in Willow Furniture today to insure delivery.

## The Brantford Willow Works, Brantford Ont.



No. 370

THERE is no doubt that almost any grade of furniture sells principally on price and appearance. But after the furniture has left your store it remains for service, sound construction and quality of materials to play their parts. After months of use the genuine qualities of Krug Furniture command the admiration of the purchaser just as did its appearance to start with. For the dealer Krug Furniture means satisfaction on every side, an increase of goodwill and a bigger profit shown at the end of the year.

THE

# H. KRUG FURNITURE CO., LIMITED

KITCHENER ONTARIO

# HAVE YOU LOOKED INTO MATTHEWS MIRRORS?

THEY REFLECT PLEASED CUSTOMERS

*See our new framed line.*

**MATTHEWS BROS., LIMITED**

THE BIG CANADIAN MOULDING HOUSE

1906 DUNDAS SRTEET WEST TORONTO, CANADA





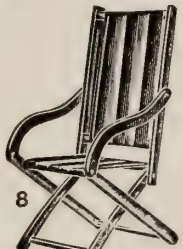
Have you written yet about our special gross lot offer?
**Place your orders early.**

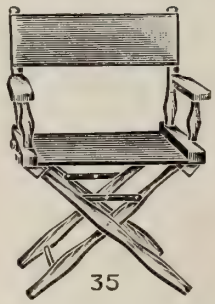
**PEERLESS FOLDING TABLE**

To be complete a sale should give satisfaction to the dealer as well as to his customer. A Peerless Folding Table, therefore, makes a complete sale. It brings more business to your store, and through its usefulness, unusual convenience and quality, it pleases your customers. This line does more than take up space—it works for you.

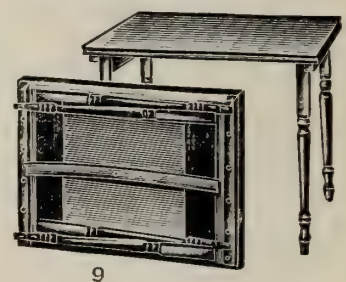
**Hourd & Co., Limited** Sole Licensees and Manufacturers DEPT. W LONDON




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NON TIP


70

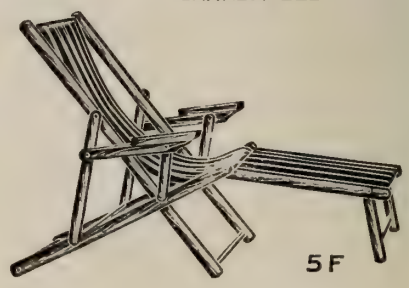
NON TIP

# Folding Lawn and Camp Furniture

We manufacture the most complete line in Canada.
A display of Camp, Lawn and Verandah Furniture will bring profitable business to you this season. Make your selection and order early.
If you have not received our new Catalogue No.49 with complete line, a postcard will insure it being forwarded by first mail.

OUR GOODS ARE GUARANTEED TO GIVE SATISFACTION


CANADA BED


5F

***OTTERVILLE MANUFACTURING COMPANY, LIMITED***
***OTTERVILLE - ONTARIO***

# *No. 487 Elm Dining Room Suite*



No. 487 Elm Dining Room Suite—Satin Walnut or Fume Finish.

By experiment and at considerable cost we have developed a Walnut Finish on Elm unapproachable by other manufacturers. It has taken the trade by storm. If you haven't had any of it you should have.

*Write for further particulars*

## THE KNECHTEL FURNITURE CO.

LIMITED

HANOVER ONTARIO




## The Gendron Mfg. Company, Limited

## *Our New Line*

for this season has created a sensation at the January Exhibition and any buyer that has not seen our line should now wait until our traveller calls upon him. We are makers of a large and complete line and can supply all requirements.

*Have you received our new window card ?*

## The Gendron Mfg. Co., Limited, Toronto

***Children's Carriages, Reed Furniture, Invalid Chairs.***

# Art Furniture

## A creator of more business

While Art Furniture has established a favorable reputation for itself, that reputation must be upheld by every piece of furniture produced. Every piece must build that reputation for itself, because in the long run it is service and dependability that tells. Art Chamber and Dining Room Furniture can be relied upon to uphold its reputation and in so doing upholds that of the dealer handling it. Art Furniture should be well represented on your floors; its appearance alone is sufficient to arouse the interest that leads to sales.

## The Art Furniture Company, Limited

**Kitchener - Ontario**

# UPHOLSTERED FURNITURE



No. 116 Arm Chair

Built throughout from first quality materials, neatly designed and priced to meet the requirements of the present market, this suite - No. 116 - will prove a fast seller.

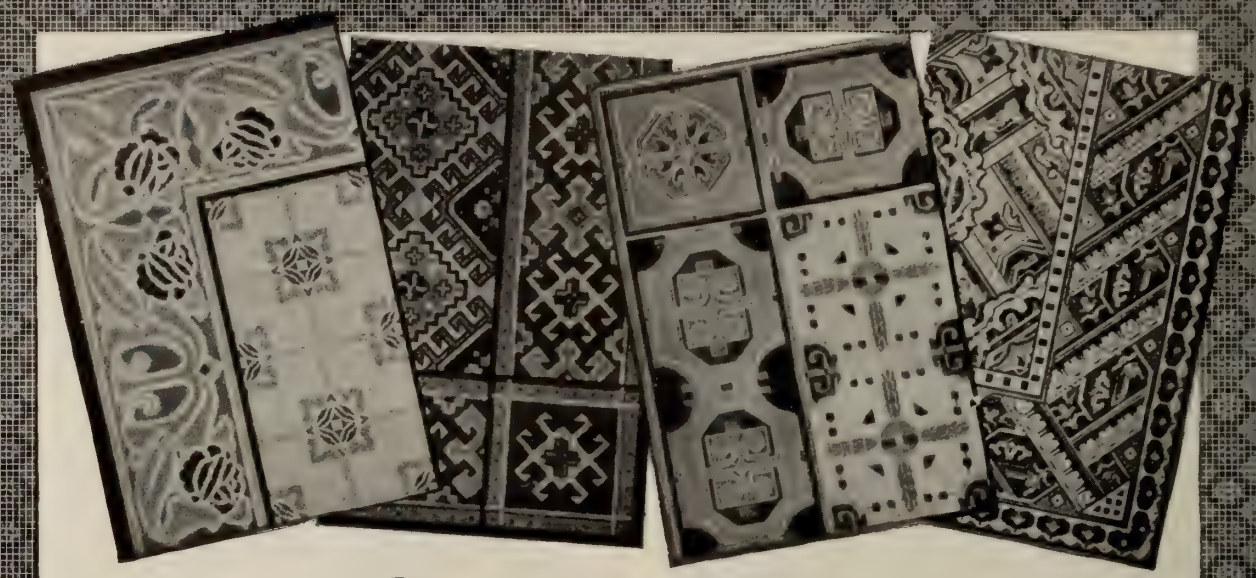
*Write for prices*

## H. W. GLADY UPHOLSTERING COMPANY

CORNER UNION AND HERBERT STREETS. PHONE 400
WATERLOO - ONTARIO



No. 116 Chesterfield



# *Now* is the time to sell LINOLEUM RUGS

## Put Your Stock in Order Early

Each year brings an increased demand for Linoleum Rugs. They appeal to women as a most sensible, clean, attractive floor-covering, and new buyers are in the market whom you can easily secure if you solicit their trade.

## PLAN ON BIG SALES
## and You Will Make Them

Order a good supply of DOMINION LINOLEUM RUGS NOW, from your jobber. The new patterns are ready in all sizes. Think of what our full page color advertisements mean to you in interesting customers and link up with our selling campaign by keeping your stock complete.

DOMINION OILCLOTH & LINOLEUM CO. LIMITED · MONTREAL · MADE IN CANADA

***Order while Stocks are Unbroken***

NOTE: Write us for window display material, newspaper electros and booklet for distribution. They are free.

## Dominion Oilcloth & Linoleum Co.
## Limited
## MONTREAL

# *Furniture You're Proud To Sell*





Meaford Furniture is a line that the dealer is proud to offer to his customers. He knows that it will appeal to their tastes, and that the results of constant use will only serve to increase the good-will already created for his store.

Real value, excellent designs, and all-round quality are characteristics of this line that a perspective buyer observes with pleasure.

You should know about the wide range of our productions. Let us send you further particulars.

## The Meaford Manufacturing Co., Limited

**Meaford - Ontario**

THE BETTER LINE OF UPHOLSTERED FURNITURE

# ANNOUNCING

*The Opening of*
PERMANENT
SHOWROOMS

¶ The Montreal Upholstering Company opened permanent showrooms at 99 King Street West, Toronto, (in the same building as that occupied by The Ives Bedding Company Limited).
¶ It will now be possible for Ontario dealers to examine our complete line in Toronto, thus enabling them to make better selections to meet the requirements of their many customers.

*The* MONTREAL UPHOLSTERING COMPANY

*Head Office*
1613 CLARK STREET
MONTREAL, QUEBEC

*Showrooms*
99 KING STREET WEST
TORONTO ONTARIO

# $500 FURNITURE STOCK GROWS TO $20,000

**How J. Levinter, Toronto furniture dealer, with small stock and little capital opened his store—Sales yield $200 first day—Strictly cash business—Mail orders, window displays and advertising.**

THE day, now nearly six years ago, that J. Levinter opened his furniture store at 1169 Bloor street, west, Toronto, the proprietor had very little cash on hand to start in business, his capital being tied up in stock. Today Mr. Levinter has doubled the size of his original store (and is planning to still further enlarge it), is the owner of the property, has stock and equipment paid for, and is building up a custom that is confined not to the city only, but to the country surrounding Toronto.

It was on Saturday afternoon, July 8, 1916, that J. Levinter, having left his father's employ, opened up a furniture store on his own account. He rented 1169 Bloor street, west, at $40 a month, purchased a small stock of good furniture, and after spending the morning in washing the window, and then dressing it, and putting some finishing touches to the interior, declared the store open for business at two in the afternoon.



Mrs. Levinter was called in to assist her husband, these two constituting at that time the whole staff.

### Making the First Sale

This first customer was some buyer, said J. Levinter. It took the utmost salesman ship to handle him. Yes, it was a man. He had been attracted by the window display—a neat showing of a bedroom suite—and liking it and the clean, fresh appearance of the store, thought he could obtain a kitchen cupboard if he went inside. He was the kind of man "who wants what he wants when he wants it." Well, after some little inducement on Mr. Levinter's part towards the first customer on the first day of business, and a great deal of sales' talk, the sale was completed.

Other customers came in that after- The window display sold two bedroom suites, and the inside staff sold a dining suite and some kitchen furniture. When the day's story was told some $200 was the net result

From then on business increased slowly but surely. In the early days Mr. Levinter was proprietor, salesman, deliveryman, window dresser and porter. He had a horse and wagon then, and when away on a delivery call (or perhaps to pick up some consignment at the freight sheds) Mrs. Levinter took his place in the store and opened up the cases, polished the furniture and acted as sales clerk until the boss came home.

Those were strenuous days, said Mr. Levinter. Often it was eleven at night before he could get into the window to clean and dress it for the next day, and mostly every night it was after midnight before he could tumble into bed. But he was up every morning at seven and ready for business by eight.

### Enlarging the Store

It was not long before the original 20x50 ft. store was enlarged to 40x50 ft., by taking in 1171 Bloor, next door, which was done by purchasing the whole property, and now this summer a 40-ft. addition will be built at the rear making the store have a ground floor space 40x90 ft. The front, too, will be altered. Instead of the two doors, east and west, a central doorway with display windows on either side will take their place.

The store at present is not large enough to hold all the stock, so a warehouse nearby has been taken over to hold the surplus stock, and the basement of 1169 and 1171 Bloor has also been requisitioned to take its share of the furniture lines.

When first opened J. Levinter's store had a $574 stock. Now the stock is valued at $20,000. And the horse and wagon have given place to an up-to-date motor truck.




The dodger with which J. Levinter successfully opened up his special Christmas sale. Above is portrait of the proprietor.

### Business on Cash Basis

The outstanding feature of this store located in a section that seemed well supplied with furniture stores, is that only a cash business is transacted, no credits being allowed.

The customers come from all over the city, though being located in the west end most of the trade naturally

# *HOME FURNISHING AND THE ITALIAN RENAISSANCE*

*In England in the Sixteenth Century "Home Furnishings" first was recognized as one of the Arts to be fostered. True, it was in the Castles and Palaces where appreciation of the artistic as well as the useful was centred. But thankful we should all be that these centres existed, and that in this way at least, a start was made in the "Better Furnished Homes" movement, which has grown in strength from generation to generation.*

*What a difference between the practical and artistically furnished homes of today, and the large, roomy castles of centuries ago. The Castle of those days, however, was not only the home of the Master, but also the "Keep" of the people of the Estate in troublous times. The Castle, besides being a home, was a fortress—a show of strength, and a pride to the Master and his clan. Naturally, it was furnished in a manner befitting the rank and station of the owner.*

*It was in those days that furniture craftsmen laid the foundation for present day artistic as well as utilitarian pieces of furniture. Designs were made by Architects, by Journeymen Craftsmen, not only of England but foreign countries also, and quite often, too, according to ideas of the Masters themselves.*

*But even before England of the Sixteenth Century became interested in beautifying the then necessary pieces of furniture for their Castles, the Italian Renaissance began. This was a revival of the much earlier styles of the Greeks and Romans adapted to the requirements of the times. Italy then was recognized as the centre of world culture, and Italians as a highly polished and cultured people, accustomed to all the refinements of life ae were then known.*

*During this period, sons of educated people in other European Countries were sent to Italy to complete their education. Naturally, they were influenced by their environment, and the principles of Italian Art in decoration were adapted to their own needs when they returned again to their native heath.*

*Since today, education is not confined to any one country, so appreciation of beauty in utilitarian articles of furniture is not confined to the country in which it originated. Art is universal, and the rapid spread of knowledge, possible through many agencies, has made possible again the adaption of the older Renaissance to present day needs.*

*Principles of design do not change, although designs themselves do. As the Italians then took their inspirations from the earlier Greeks and Romans, we, today go back to the Renaissance of Art in the Eighteenth Century for inspiration. We again adapt the features in their Art which can be used in filling our present needs, without disturbing their beauty, and often enhancing it. The strength, beauty and virility of the Italian Renaissance is its great appeal today, and the reason for the Vogue of the Italian Renaissance.*

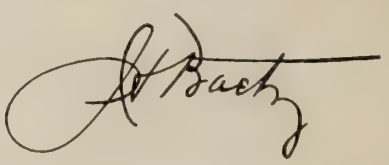
*Let us show you the Italian Renaissance styles we make for the Living Room, Chamber, and Dining Room. The style is particularly good for Living Room Furniture, and we have a large range to choose from.*

*Anthes Baetz Furniture Company Limited*
*Dining Room and Chamber Furniture*

*Baetz Brothers Furniture Company, Limited*
*Furniture for the Living Room*

*Baetz Brothers Specialty Company, Limited*
*Portable Electric Lamps and Shades*

*Each of these shops specialize in their own line, but each have the same ideals —"Quality and Character".*



*Managing Director*

comes from that section. But there is good and steadily expanding custom growing up outside the city. Many customers who have purchased goods from J. Levinter's store




The "Expansion Sale" dodger which J. Levinter is using this month to make room for store enlargements.

and who have been pleased have helped increase the store's sales in their sections. This, more than anything else, says Mr Levinter, has built up his mail order business. An inducement that has helped out-of-town sales is that freight is paid on all sales within a radius of 100 miles from the store.

As has been said Mr. Levinter himself is an A1 window dresser. The day this interview was obtained two fine displays were on view. One window was given over to a display of baby carriages, strollers and go-carts; the other window being dressed with a walnut bedroom suite trim. with brass bed as a centrepiece. On the dressing table was a lighted polychrome lamp, to give a little color and homey effect to the display.

The interior of the store while somewhat crowded for effective display, yet contained a comprehensive range of furniture for every room in the house. In fact, everything for the home is carried in the furnishings line, except graniteware and china. Lighted floor and table lamps with their colored shades helped beautify the interior display.

### Strong on Displays and Advertising

Advertising, too, is a strong card with the J. Levinter store. Being located in a residential section away from the centre of the town, dodgers have been found the most effective. On the first day of the past four months—December, January, February and March—some 15,000 dodgers each month have been distributed in the homes of the west end of Toronto. These dodgers undoubtedly brought business to the store for two recent sales advertised therein have been very successful.

At present an "Expansion Sale" is being conducted through which means it is hoped to reduce the stocks and enable the enlarging of the store to go on without interrupting business.

A large electric name sign hangs in front of the store, which, illuminated at night, can be seen for a mile along Bloor street either way, and the building itself is outlined in a changing lighted frame. Suggestive signs drawing attention to the "Expansion Sale" are on the building, windows, delivery truck and on the walls of the interior, telling the purchasing public "we must build," "we are cramped for room," and "buy furniture now," all of which no doubt will help J. Levinter to build up a newer store and a larger business.

## THIRTY MILLION DOLLAR CHAIR

In the Shah's palace at Teheran may be seen the celebrataed Peacock Throne, valued at more than $30,000,000. It was taken from the Grand Mogul at Delhi by the victorious Nadir Shah. It is in many ways a curious and wonderful article, virtually a single chair, upon which the Shah sits when he holds diplomatic receptions. The wood is of the finest ebony, and most elaborately carved, and ornamented with sheets of gold on which are enamelled fantastic birds, and chimeras set with precious stones, culminating in a diamond sun.

## LARGE RUG ATTRACTS CROWD

A Los Angeles furniture store recently purchased the largest oriental rug in America (and the second largest in the world)—47½ feet by 28½ feet—for $35,000, and exhibited it in its store after a newspaper announcement. 10,000 people visited the store to see the rug and inspect the store's furniture stock.




J. Levinter is a good window dresser as this display in the east window of his store shows.

## WASHING MACHINE DISPLAY STARTED BUYERS COMING

A glass-encased electric washing machine filled with water and a few colored lights arranged to rotate and reflect pleasing rainbow shades on the water was all that was required by the Hydro Shop, St. Thomas, recently, to develop a desirable little run on washers. The exhibition machine was kept operating night and day, and a considerable lot of the salesmanship was accomplished by the use of catchily-worded display cards in the window.

# The Truth in Business

## By Dr. Frank Crane

LISTEN, young man! The cleverest man in the world is the man who tells the truth, and tells it all the time, not occasionally. Sometimes you can profit by a lie, but it is like dodging bullets; you never know when you are going to get hurt.

Lying is a game. Sometimes it is a very exciting game. But it is essentially gambling. And gambling, any sort of gambling, is not business.

The fundamental laws of business are just as accurate and as well established as the principles of geometry.

It is hard to see this, for our visual range is limited. Most of us can see the crooked dollar coming today, but not the ten straight dollars it is going to lose us tomorrow.

Real business success is cumulative. It grows like a snowball. And the one thing that makes it keep on growing, even while we sleep, is our persistent truthfulness and dependableness.

If you put an advertisement in the paper announcing goods worth five dollars for sale at two dollars, and if the people come and buy, and find out the stuff is not worth ten cents, you may make a one day's gain, but you have alienated a lot of indignant customers and have started to saw away the posts that sustain your reputation.

If you have a store rented for a week only and purpose to conduct a sacrifice sale of goods that will make everybody disgusted who buys them, then perhaps you may lie with a high hand and a stretched-out- arm.

But if you are in business to stay, and want regular, returning, increasing, satisfied and friendly customers, it will pay you to stick to the old-fashioned truth.

Exaggeration is lying. It does not take long for the people to get the habit of discounting twenty-five per cent. of all you say.

If you continually overstate and vociferate you must keep on getting louder, until you soon become incoherent.

But if you habitually state only what is soberly, honestly true, by and by everything you say will be away above par.

A man's repute for truthfulness is as much a part of his capital as are his store and stock; so much so that he can raise money on it.

As civilization progresses, business becomes more and more an affair of credit, of trust. The very foundation of big business is trustworthiness. Therefore, if you are ever going to get beyond the peanut-stand and push-cart stage of merchandise you must establish a basis of dependableness.

There is not one thing in this world, young man, that can be of as much value to you as building up a reputation such that men will say, "his word is as good as his bond."

It is well to be clever and keen and Johnny-on-the-spot, it is well to look out for number one and to know a good bargain, but best of all is to have the world say of you:

"Whatever that man says can absolutely be relied upon."

# STATUS *of* CANADIAN FURNITURE INDUSTRY

## J. H. Baetz, retiring president of Furniture Manufacturers Assn., presents his annual report for 1921

IN presenting my report as retiring president of the Furniture Manufacturers' Association of Canada, I wish first of all to pay a tribute to the officers whose wholehearted interest in the continued progress of this association has made possible, even during the difficult year through which we have just passed, the maintenance and improvement of the services which this association renders its members.

It was a year ago that dire predictions were made that our association would not have strength to weather the storm of deflation; that members would again resume their individualistic selfishness and that the industry would slip back once more to the position it held seven or eight years ago. That these dire predictions failed is due in large measure to the broad gauge methods of our officials, and to the extension of ourselves.



J. H. BAETZ
Retiring President, Canadian Furniture Manufacturers' Association.

The day of successful individualistic effort may not yet be passed, but no one can successfully deny that it is rapidly passing, and that the day of co-ordination of effort and experience has dawned. The furniture industry in Canada, unfortunately, had largely gone the way of all industry employing craftsmen, and those industries relying mainly on machine production had benefited at our expense, until the present organization was formed some eight or nine years ago. Since that time continuous progress has been made. Service after service has been inaugurated, until our members realize that the small cost of maintaining our organization is often paid for in the service rendered by one branch alone. If we can, in maintaining our association as an efficient organization, make the furniture business a staple, well maintained business, then we can feel our business is worth 100 cents on the dollar and one that would not have to be discounted from 50 to 75 per cent, as has been the case in the past, when the organizer of the business passed to his reward, or the business was sold to other interests. This phase alone is sufficient reason for maintaining our association as an efficient body.

### Day of Co-ordinatioin of Effort

But the day of co-ordination of effort is here. By considering ourselves not as individual furniture manufacturers, but as members of the furniture industry ,who meet at our association offices as directors of the industry, further great progress can be made. More efficiently operated factories, better furniture, more artistic designs and more practical finishes can be arrived at by exchange of information. Better marketing of our products and creating a demand for our products is another phase of this effort to really establish our industry as a basic industry of Canada, and one which can be accomplished only by co-ordination of effort, such as this Association provides for.

We can recall without any effort, because the changed conditions came about during the same time as the progress of our association, the improved roads in our province. Probably all of us remember the rutty, muddy, bumpy roads that formerly connected Toronto with Hamilton, and over which a motor ride was anything but a pleasure, especially to the owner of the car.

Let us consider the comparison of the former unimproved roads in the province, and the many remaining to be improved, with our own industry of seven or eight years ago. The going was bumpy, rutty, and muddy. Let us then compare the present concrete highways with these unimproved roads I do not think that anyone of us would choose to go over unimproved roads where pavements are available on which to drive.

To carry the comparison along a little farther, let us compare the joint efforts of our furniture manufacturers to the efforts of the men who had vision enough to build permanent improved roads. The road builders are not getting the most out of these roads, as they are there to be used by anyone, the builders included. They are there for the good of the community, and having been established, we would not do without them. The road we have built is the Association Road.

### The Association Road

It is not necessary for every manufacturer to travel this road. He still can, if he chooses, use the old bumpy, rutty, muddy side roads and probably reach his destination. The paved road of development of industry by association or by co-ordinated effort is, however, a much safer, smoother, cleaner method, and the destination is reached earlier. Travelling over a pavement leaves the mind freer of worry, and also avoids the tendency to constantly remain in the same rut in the road.

Continuing the comparison of association effort with improved roads, let us consider the various services offered by our association as service stations along the road to success. First we have the service station of Assistance in Factory Problems. This station is equpped to assist our members in efficient operation of factories, to secure accurate records of production and costs, and to render any general service in the maintenance of an efficient organization. This service station is being enlarged so that it will also provide—purchasing information, standardization of material used in the industry, tests and inspections of materals such as coal, lumber and other supplies.

When these are added, the service will be complete. Even now this service provides for the installation of cost systems, a guide through schedules as to the average prices,

and general information as to business conditions as issued in periodical bulletins

Next we have the service station of Marketing. This is also being enlarged so that modern marketing methods will be used in distributing our merchandise. The first branch of this service. The Home Furnishing Bureau is operating successfully, as witness the great interest taken by dealers, and the public generally. A special Merchandising Committee has been appointed, and information is being gathered to be placed before this committee for early consideration.

This committee should also consider the advisability of bringing our salesmen together for joint meetings such as we had yesterday for our superintendents. At these meetings addresses on salesmanship, design, etc., might well be given from which everyone could learn of both methods in selling, and the fundamentals of the furniture business.

The service in existence for the longest period, and consequently a very efficient one, is the Credit Service. This serves as a check on overbuying on the part of certain dealers, and also as a check against unfair claims on manufacturers. It reports as to payments, renewals and other matters of interest to members on any furniture dealer in Canada. This indeed is a valuable service, and alone pays, I believe, in savings to members the entire cost of association services.

Future services planned include the adoption of a practical apprenticeship training course; one which will fit the need of changed educational and economic conditions, and which we heard discussed yesterday. A system of re-afforestation to provide in Canada at least a portion of the cabinet woods required, and a scheme of lectures of technical subjects by experts, some of which were discussed yesterday, and which among other subjects will include dry kilning, fabric construction, etc.

I do not feel that I am drawing an unwarranted parallel between association methods and improved roads; one is as necessary to progress as the other.

### Rights of Others a Consideration

I further appeal, however, to our association members to recognize the rights of others on this association road. While as on modern roadways, certain rules have to be observed, so they must also govern our conduct towards other members on the same road. The road is wide enough for all, and recognition of each others' rights will help to make the journey more pleasant, and we will reach the end in a better frame of mind and in better condition.

Reports of the various standing committees which have had any work to do during the year will be submitted to you this afternoon, among them being the Labor Committee, Mr. Ferguson, Chairman, and Credit Men's Committee, Mr. Rowe, Chairman. A report on business conditions by Mr. Ferguson will also be presented. The Tariff Committee has had no occasion to meet during the year, nor has the Transportation Committee.

In regard to transportation, I am informed that no important changes will be made in Freight Classification No. 17 as compared with Classification No, 16 now in force. Proposed Classification No. 17 will probably come before the Board of Railway Commissioners some time this year, when our new Transportation Committee should carefully scrutinize the proceedings, so as to at least maintain the status quo in classification.

A strong Tariff Committee should be appointed this year to deal with any tariff questions that may be raised following the change in government.

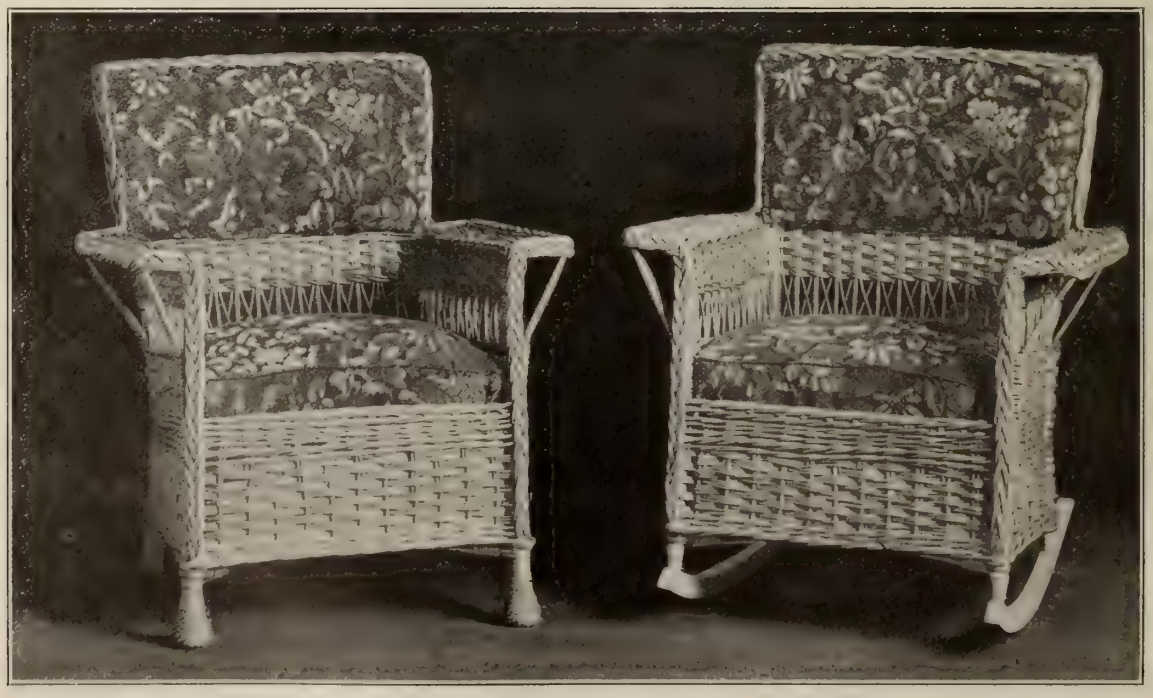
### Volume of Sales by Members

During the year the total business of our members fell from 19 millions to 12 millions The figures for the various years in the immediate past are as follows:

Sale of household furniture in Canada by members of the association.

| | |
|---|---|
| 1915.... ..... .. | 6,162,133.00 |
| 1916.. .... ..... .. | 7,283,388.00 |
| 1921.... .... .. .. | 12,000,000.00 (estimated) |

Just at this point it would seem well to point out that in 1921 total sales dropped from 19 millions in 1920 to 12 millions in 1921, the reductions in prices of approximately one-third during the year leaves the physical volume of shipments at about 90 per cent. of the physical volume of



No. 496 Chair and Rocker—two handsome new pieces from the line of The Brantford Willow Works, Brantford, Ont.

1920. That the reductions in prices early in the year 1921 while not warranted by conditions prevailing at that time, were wise decisions nevertheless, is proven by the total volume of sales. We assumed our loss early in the period of deflation, and the whole industry has benefited by the fact that the situation was handled well by our association.

This livingroom in a Westmount (Montreal) residence is an example of what the Home Furnishings Bureau is preaching about—better furniture and better furnished homes for our Canadian people.



Failures in these trying times, however, in proportion to volume of turnover are remarkably small. Averaging definite returns of failures made by many of the larger members, for 1921, we have estimated, and I think safely, failure losses to members of this association at 0.38 per cent. of sales. The failure losses registered in the period from 1921 to 1917, a six-year period, were 0.85 per cent., so that during the past year we have, as a result of our Credit Service to members, reduced our losses through bad debts by over 50 per cent. This saving alone has paid for the entire cost of maintaining our association for the year, and besides paid a dividend on our investment in the association of 100 per cent. on the year's operation.

Our imports and exports of furniture for the first eleven months of 1921, or to the end of November, which are the latest available figures, are as follows:—

| | Imports | Exports |
|---|---|---|
| 1921 | 1,174,728 | 298,336 |
| For the same period of 1920 they stood at | 609,217 | 773,886 |

The Home Furnishing Bureau Campaign in 1921 was carried on with an expenditure of $19,000.00, with, I am sure, good results, although direct results are hard to check. An attempt to provide some check on results was the issue of the series of the advertisments in portfolio form, which were sent to inquiries on payment of a normal charge of 10 cents each. Approximately 1,000 of these portfolios were mailed to those enquiring, which illustrates to some extent the interest of the public in Better Home Furnishing. Quite a number of appreciative letters from furniture merchants were also received.

During the fall of 1921 your officials endeavored to call personally on all members. Unfortunately it was not possible to complete the program. Waterloo, Kitchener, Hespeler, Preston, Ayr, Hamilton and Eastern Ontario centres were not visited, owing to lack of time. The visits made, however, were of considerable value.

I have endeavored to outline in condensed form the various activities of our association. Much work was done that cannot be touched upon in such a review. Needless to say, it has been a great pleasure to have been of some slight service to my fellow manufacturers, and I have very much appreciated the opportunity. To the best of my ability I have lived up to this position of honor and wish to record my thanks to every member for the kindness, consideration and assistance which they have rendered Mr. Ferguson, Mr. Cawkell and the other officials of the association as well as myself during the past year. In this way all have helped to maintain our association as the most progressive and best organized Trade Association in our Dominion, as it is recognized to be.

In conclusion may I bespeak for my successor, the various committees to be selected to govern this association in 1922, and the officers, the same loyalty, and co-operation you have given the various committees, officials and myself during 1921.

## CANADIAN MANUFACTURERS INTERVIEW GOVERNMENT

James Malcolm, M.P. for North Bruce, introduced a deputation from the Canadian Manufacturers Association headed by first vice-president John R. Shaw of Woodstock, to the Cabinet at Ottawa on Feb. 23. The deputation submitted some memoranda on the following subjects:

(1) "French Treaty," by James Picard of the Rock City Tobacco Company of Quebec.

(2) "Canadian Customs Appraisal of Depreciated Currencies," by W. H. Cane of William Cane & Sons, Limited, Newmarket, Ont.

(3) "Anti-dumping Legislation," by R. P. Sparks & Harrison, Ottawa.

(4) "Marking of Country of Origin of Imported Goods," by J. H. Fortin of P. T. Legare Co., Limited, Quebec.

(5) "Taxation," by J. F. M. Stewart of the British Empire Steel Corporation.

(6) "Preferential Tariff With Australia and New Zealand," by J. B. Thomson of J. Thomson & Son, Limited, Vancouver.

(7) "Produced-in-Canada Train to France," by C. B. Beaubien of the Canada Car Foundry Company, Montreal.

(8) "Bureau of Scientific and Industrial Research," by Robert Hobson of the Steel Company of Canada.

(9) "Trade and Commerce Department," by Angus McLean of the Bathurst Lumber Company of Bathurst N. B.

# Echoes From The Furniture Exhibitions

In connection with the Hespeler Furniture Co's. display at Toronto, Wm. Craig showed some forty samples of imported bent-wood chairs in cane, upholstered and various wood finishes.

George Hughes of the Gold Medal Furniture Mfg. Co. was chairman of the committee which put on the big smoker in the Empire Room at the Prince George Hotel, Toronto, on the evening of Monday, Jan. 16. The program was certainly a tip-top one. Beginning with Jules Brazil, the artists and entertainers were all top-notch. The boxing stunts at the end, especially the draw between Clarence Coryell and Percy Brown, were A1. The committee deserves great credit for putting on such a good show. Here are the boys who put it over: G. A. Greutzner, J. Minchner, J. Gillbard, W. H. Pearson, P. E. Brown and chairman Geo. Hughes.

The Gendron Mfg. Co. made a display of their productions at their Toronto showrooms similar to the exhibit they put on in the Weber building at Waterloo.

## WATERLOO FURNITURE SHOW

*The Waterloo Bedding Co.* made a fine showing of their "Quality" mattresses at their factory showrooms, together with a full range of samples of their box springs and pillows. The cotton felt and kapok material used in filling was also set out, as were, too, the various new tickings they are using in their coverings.

A particularly attractive window display of Quality mattresses was put in during the exhibition weeks by the Zinkan Furniture Co., and Quality mattresses were shown on the beds at the Anthes-Baetz exhibit.

*The Wiarton Furniture Co.* had a neat display of their medium priced bedroom line in the Waterloo Bedding Co.. Building. This line was a new one at the exhibition, and was highly spoken of by visiting dealers.

*The Woeller-Bolduc Co.* made a showing of their complete lines in their own showrooms. Chesterfield suites were featured, seven new designs being shown this year. The other general lines of this company were as well set off—library tables, club chairs, umbrella stands, gift pieces and office chairs.

## FURNITURE EXHIBITION AT HANOVER

The Knechtel Furniture Co. Ltd., Hanover, Ont., made a showing of their complete lines during the whole month of January. As this firm makes furniture for the entire house a splendid showing was made of their varied lines. There was a big showing of new goods, probably the largest they ever brought out in one season.

## POLICE HELP MONTY TO BED

Mr. R. G. Montgomery of the Adams Furniture Company, Toronto, was out to a dance given by the Stratford manufacturers for some of the dealers, and afterwards went to one of the manufacturer's homes. It happened that the crowd did not break up until about three o'clock in the morning, and when "Monty" got back to the hotel he found it closed, and he had to get the assistance of a policeman to break into the hotel so that he could get some rest.

The policeman at that was suspicious that "Monty" might have been one of those bootleggers, and he wanted to see how far he was carrying the game.

Part of the Imperial Rattan Co's showroom was set apart as a diningroom, where every day at the noon hour all the manufacturers their representatives and the visiting dealers in town wended their way. An excellent luncheon was provided, and music was supplied by some of Stratford's best young lady singers and players who are employed at the various furniture plants. On several occasions some of the comedians playing at the local theatre came around to add variety to the program.

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## PREACHING AND PRACTISING OPTIMISM

Two manufacturers, at least, are talking optimism and are helping on the movement for more and better buying. They will win out, too. One of these concerns is the Canadian Feather & Mattress Co., which since August last has been sending out on the first of every month a cheery letter giving evidence of the increasing better tone to business generally and to their own line in particular.

The other company is likewise a bedding manufacturing concern—The Marshall Ventilated Mattress Co.—which under the heading "Roger W. Babson, the great business forecaster, in his January report says:" issues a circular containing this information:

"Those who attempt to sacrifice quality to reach a low price, will be disappointed. Strange though it may seem in a time of depression, the better grades of goods in many lines are now moving faster than the cheap grades. This tendency will probably continue during this year.

"When the depression first started, the well-to-do-people felt it the most. Security markets broke with a crash, and shortly afterward commodity prices. Hence during the first part of the depression the investors and business men were hardest hit. Now, however, the security markets have begun to advance and the investing public is feeling better. The wage-earning classes, on the contrary, still have a severe period of readjustment ahead. This means that the best business this year should be found in the grades of goods bought by the more well-to-do classes rather than laboring classes.

"Various indications of this trend are apparent. For example, rug and carpet manufacturers are reporting that the cheaper grades are moving more slowly than the better qualities. Manufacturers of butter substitutes are not finding the stimulus to their business which at first thought would be expected in times of depression. In fact the substitutes seem to be worse affected than genuine butter. The same experience is encountered by makers of women's shoes and hosiery. Perhaps the recent slump in sales of the chain stores reflects the same conditions."

And then comes the Marshall Company's summing up: Clients should recognize this shifting in trade and plan accordingly. This year price will still be the best sales argument, but quality must be maintained. Our advice is to stress GOOD QUALITY, moderate priced merchandise, and not to be stampeded into stocking up with cheap stuff to meet the present depression in trade."

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Mr. James Preston, 284 Beaver Hall Hill, Montreal, is representing the Stratford Mfg. Co., for the Province of Quebec, and is also representing the Globe-Wernicke Co. for the city of Montreal.

# GOOD FURNITURE IS A NATIONAL ASSET

**Address on good furniture delivered before Toronto gathering of furniture dealers and salesmen.**

By PROF. CURRELLY, Curator Royal Ontario Museum

DURING the past month Prof. Currelly of the Royal Ontario Museum was the guest of honor at a banquet tendered by the Canadian Feather & Mattress Co. to their customers and their salesmen. The Professor made a speech, and in that speech he said some things that were well worth hearing by all the furniture men present, and it would be well if his words of advice could be heard by all furniture dealers in Canada, because he told how necessary it was for a man dealing in furniture to know a great deal about the goods he was handling, and also because by being thus equipped he could aid greatly in bettering the community life of our Canadian people.

"The Englishman and his home," said the Professor, "is a trite phrase. It is one we hear of frequently. It is said that 'the Englishman's home is his castle.' But it is the linking up of the 'Englishman' and 'home' that you furniture men are now interested in. We don't hear so much of other peoples and their home."

Toronto is a home city, and it is well it is so. If Toronto was on the European continent it would be compressed within a small space, and would not be the home city it is.

Now when we think of home we think of the things that go to furnish that home and make for comfort. While we take pride in the "Englishman's home," we must remember that the home, or rather the home comforts such as we enjoy today, are really modern. Even Queen Elizabeth and her court moved about from one castel to another very frequently. The floors of the royal palaces were then covered with rushes; the seats were benches; and sleep was taken in tents. Yet with it all the Englishman took an interest in his home and looked after his comfort.

## The Early Cabinet-makers

It is a commendable thing to say that when furniture began to stride forward it was not royalty that fostered it, but the artistic and ingenius workmen who took the old bench seats and with artistic pictures in mind made those first chairs whose lines are followed today.

Take the 18th century period: Then we had Chippendale, Hepplewhite, Sheritan and the Adam brothers who designed and gave us those artistic pieces of furniture that live today.

In every period and in every country there are people who are pivots on whom the comfort and well-being of the community rest. And in connection with your business there are those of you to whom the average person looks for advice in furnishing the home and making it more pleasing. These men are real assets.

Too many furniture men look on the monetary side of their business. Let me say right now that good furniture is a national asset; but we have not in Canada a great deal of good furniture.



**This is the Elizabethan library in the Toronto residence of one of Canada's best-known bankers. It is furnished, as Prof. Currelly would say, along the lines of utility and beauty.**

We hear a lot just now about solvent and insolvent countries. Canada today is looked upon as one of the most solvent countries in the world.

To show what a national asset good furniture is, a friend of mine was recently in Italy trying to pick up some antique

furniture, but he stated that the prices asked for these antiques had gone to fantastic figures.

Austria also is asking fancy and enormous prices for its furniture heirlooms, although it is using a great deal of printing-press money.

Crossing Siberia on the Siberian railway a friend told me that it took two suitcases filled with this paper money to purchase food for hmself and family for the day. The time may come when the rouble will not be worth the cost of the engraving.

In Austria and in Germany you may invest 5,000 krouen and get back only half of your investment because of depreciation. That is the reason fine furniture and jewels are among the only real assets man may possess and may get. It may seem a strange thing but furniture and diamonds are the only real things one may safely invest in, in those almost bankrupt European countries. These things may go down a little in value now and then, but they will recover. And that is the reason these mad prices for furniture prevail.

### Be a Pivot in Your Community

Good furniture may be purchased and sold again after twenty years and it will have increased in value; while cheap furniture once it is scratched will be useless. That is why you are an important pivot in your community. If you are going to sell cheap furniture, you are a detriment, but if you are going to give the very best value you can you are an incredible asset to this country.

I would like to be very serious. We should take more notice of the home, we should have faith in people, and not leave everything to chance. With most dealers the selling of furniture is a matter of price. People want to "keep up with the Joneses," so "we give them what they want." That is why we hear so often that "we are pushing so and so."

You are the people who are forming the tastes of the people. I am convinced of that. Every effort you make to improve the taste of the people, and every effort you make to improve the home is a step towards building up the assets of this country.

We did make some of the rottenest furniture in the history of the world here in Canada in the past, but I am pleased to say this has changed.

You know the making of money is not the whole thing. Most of you are in the game for the pleasure you get out of it.

There is another side to this pleasure—and you will get it if you study the history of the furniture you are selling—and that is the esthetic side. I was speaking recently to a man who said the Ontario man was able to take care of himself in any endeavor, and I quite believe it.

Thanks to the generosity of the Eaton Company we are enabled to build up in our museum quite a department showing the evolutin of furniture. There was just the bench, then the chest ,and next the chest of drawers, then the desk.

If you would take pleasure in your work learn the history of your work; learn what is good and what is not. You will then be helping to build up a great nation.

I do not believe men are selfish at heart. If you give yourself into the work of building up your country you are the one who will get most out of it.

Europe is going to have a terrible time before it gets back to normal. The United States is going to have a hard time. We in Canada are going to have a lot of new people, and a lot new homes, let us see that we make of these homes real, comfortable homes. Selling trashy furniture is like pouring money down a sink. If we find we have to sell rough chairs let them be the best we can get. We have gone through our first period—the period of the farm home with its two livingrooms, the kitchen and the parlor which was more like a morgue.

Beauty and utility go together. The shotgun is a beautiful thing; its lines are perfect. The fdying-pan is also a thing of beauty; so is machinery. Pictures are very rarely works of art, but furniture is a piece of art. So, furniture dealers, look upon yourselves as art dealers. The average person cannot get to the centres where he may see what is artistic, so you must take this artistic sense to them.

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### DECLINES IN COST OF LIVING

The Retail Merchants Association of Canada recently conducted an investigataion into retail prices as charged in stores during 1920 and 1921.

Notwithstanding an increased burden of municipal taxation and increased rents paid in 1921 by the retail merchants throughout Canada, a decided drop in prices is shown by their report, averaging approximately thirty per cent. declines as follows:—

| | | |
|---|---|---|
| Furs, | 37.3 | per cent |
| Dry Goods | 31.6 | " |
| Hats, Men's, | 31.25 | " |
| Ladies' Wear, | 30.9 | " |
| Clothiers, | 29.16 | " |
| Men's Wear & Furnishings, | 28.8 | " |
| Boots and Shoes, | 26.3 | " |
| Merchant Tailors, | 20.8 | " |
| Confectioners, | 17.8 | " |
| Butchers, | 15.0 | " |

The foregoing statement clearly shows say the R. M. A. officers that retail prices have been keeping pace with the declines taking place in the market, and that the public has been treated fairly by the retail merchants, who, after all, are but the servants of the public in providing the necessities of life.

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### SALESMANSHIP CLASSES FORMED

A school of "retail salesmanship" has been opened in the Y.M.C.A. building, Toronto, and 75 young men are attending. The course consists of sixteen lectures on retail selling and sixteen lectures o nmerchandise, or knowledge of goods. Furniture and house furnishings are among the subjects taken up.

Beautiful furniture transforms an ordinary, uninteresting house into a real home, in which it is a pleasure to live. It brings an atmosphere of cheerfulness and brightness into every room. It delights the eye. It gives rest and comfort to the body. It brings contentment to the mind. It gladdens the heart. It makes home life more attractive. It makes people take more pride in their homes. Nothing that you can buy will give your family more years of happiness and solid satisfaction than modern furniture. And beautiful, well-made, Canadian furniture is obtainable in moderately-priced sets and individual pieces, as well as in the more elaborate and expensive suites

McKillop & McIntyre, Brampton, in a recent circular sent out, had this little preachment on better furniture in the home.



Two views of a window display of livingroom furniture put in recently by W. H. Heath & Son of Wallaceburg, Ont. The pictures were taken from inside the store, with the sun curtains drawn. The fireplace and other accessories gave the window picture a very "homey" atmosphere.

# GOOD WINDOW DISPLAYS INCREASE SALES

## Importance of this publicity medium to draw trade—Easter displays bring added sales—Windows that win—St Patrick's Day window—Helps for the window dresser.

THE show window is constantly being recognized as of greater importance as a medium of attracting business to the store and increasing sales. The standard of window trimming in Canada has shown marked improvement in recent years, but there is still room for betterment.

Even those druggists who recognize the window as a valuable sales agent sometimes do not take full advantage of it. I have heard a man make the declaration, "take away my windows and you take away my business," and yet that man was not reaping the full possibilities from them. They are getting a good deal of business, but that is absolutely no reason why they should not secure even greater advantages, which would frequently be possible if greater attention were only given to this work.

By giving more time so as to turn out attractive displays and by changing them oftener, it is possible to make the windows draw greater business. The extra time taken up will more than be made up for by the additional business.

### MAKE A SPECIAL EASTER WINDOW

IT is becoming more and more the vogue each year as Easter approaches to herald the event with a spectacular window display. This is because Easter now ranks second with Christmas in the all important matter of gift giving. Not so many years ago chiefly the florist and the confectioner benefited by Easter, but now that the custom of gift giving at this time of the year has spread, furniture dealers and in fact merchants in all lines of business can participate in the extra profits to be had.

An American dealer, says an exchange, stimulated Easter business during the week previous by giving away a basket of candy Easter eggs with each purchase. This offer was called attention to by a window card held in the paws of a large rabbit. The central window exhibit comprised a brooder with real chicks running in and out of it. The brooder was trimmed with artificial flowers, while the window floor was covered with sand. At the rear right was a fair-sized doll's house, and through the open door and window miniature furniture appropriately arranged in the tiny rooms could be seen. Flowers grew on the roof as well as in window boxes. At the rear left was a plaster paris egg, about a foot in diameter. The egg was purposely cracked large enough in the middle to hold several colored eggs, and tissue paper, while some of the real chicks made themselves at home in the egg for brief spells. In the middle came a lake made of a large sheet of glass and populated by celluloid swans. While many colored and candy eggs were scattered over the floor, room was found there for an exhibit of the goods carried in stock by this establishment. It was a window that could be duplicated by stores in practically all trades.

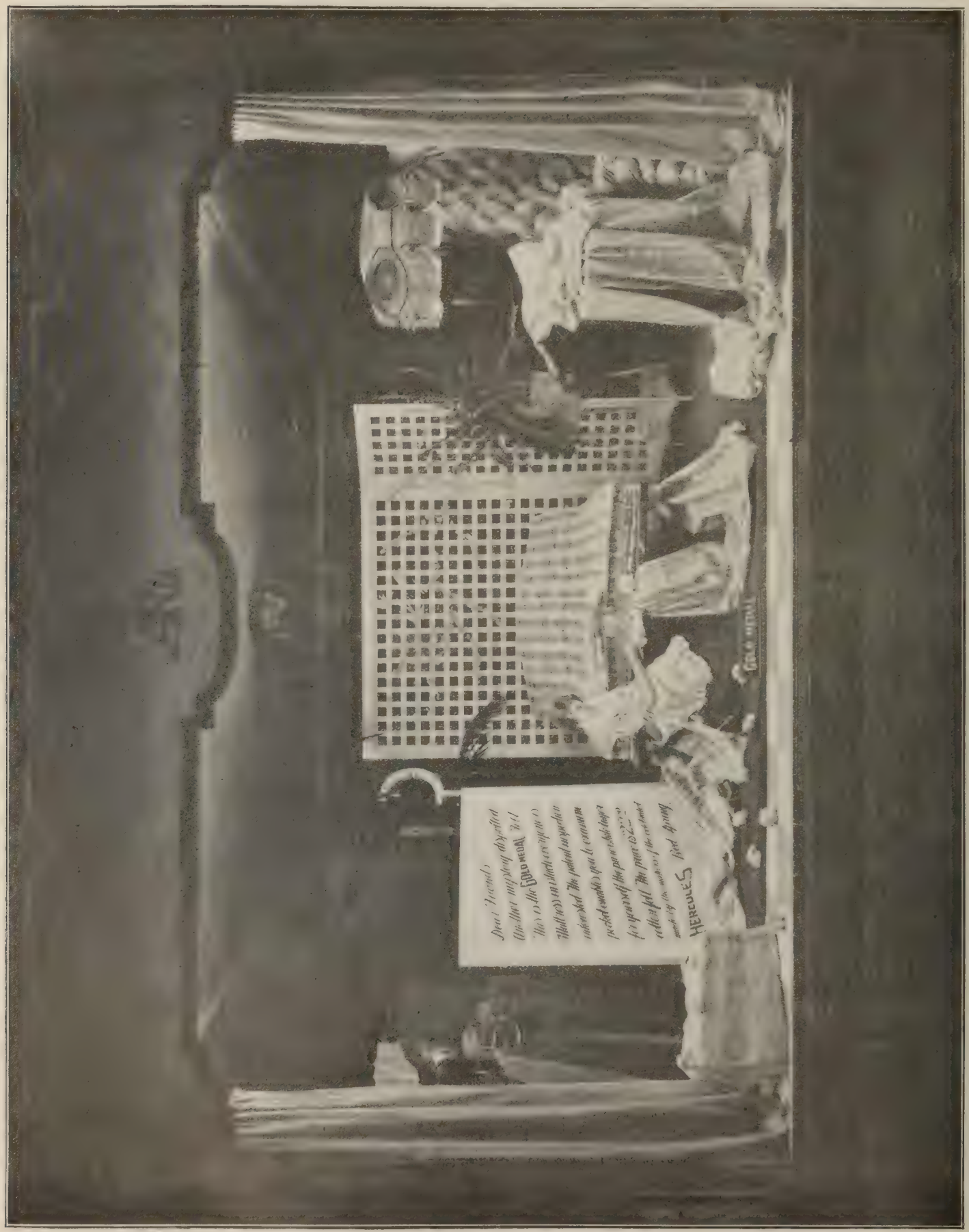
### SHOW WINDOWS THAT WIN

By James Edward Hungerford

A show window's just like a good or bad face,
And shows if a shop is a *good* or *bad* place;
The one that's *attractive*, attracts the *good* trade—
And *that* is the way that *good* business is made!
The one that's unpleasing, *affects* folks that way—
Instead of *inviting*—it turns 'em away.
The "snappy" show window, just draws 'em right in—
And *those* are the kind of show windows that WIN!

A show window shows if a shop is *first-rate;*
"Pep"—full and progressive—or plain *out-of-date:*
The one that is shabby, and has no appeal,
Is just like a gent that's run-down at the heel:
Folks know that his under-duds, hidden from view,
Are apt to be threadbare, and down-and-out, too!
The "nifty" show window, shows what is *within*—
And *those* are the kind of show windows that WIN!

Folks flock to the shops where the show windows shine,
And everything's fixed to look fancy and fine!
Artistic arrangement—and goods that look *good*—
Folks *want* to trade there—and *you* would—and *I* would!
So get some *new* "ideas"—and spring some *new* "stunts"—
The world wants to shop in the shops with "good fronts."
The *winnin'* show window, shows what is *within*—
And *those* are the kind of show windows that WIN!




Display of a Gold Medal felt mattress made by the Adams Furniture Co., Toronto, in one of their Yonge street windows. The figure of the young woman drawing attention to the patent inspection pocket gives life to the display.

D. O. McKINNON
GENERAL MANAGER

W. B. HART
ADVERTISING MANAGER

Canadian
FURNITURE WORLD
AND THE UNDERTAKER

JAMES O'HAGAN
EDITOR

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## FURNITURE MANUFACTURERS ARE OPTIMISTIC

FURNITURE men are of the opinion that the situation during the past few months has been much improved. The annual exhibitions just concluded at Stratford, Kitchener, Waterloo, Hanover and Toronto gave excellent opportunities to judge conditions in the trade and the outlook for the coming year. After visiting all these shows and observing the interest manifested in them by the trade, I can forsee that 1922 will be a first class year in the furniture trade.

The attendance at the shows was very encouraging, there being a larger number visiting the various centres. Probably fifty per cent. more attended the shows this year in comparison with last year.

A feature of the retailers' visits this year was that they took careful notes, the idea being to compare styles and prices. A fair amount of business was done at the shows but since their close there has been a steady flow of orders by mail.

As to the shows, the styles were far in advance of any previous season. Taking all the centres into consideration it was the best exhibition of Canadian furniture ever shown. In looking back over the improvements in furniture making in Canada we can safely state that the progress made here has been as great as, if not greater than, in any other country in the world.

Very few of the old patterns were in evidence. The most noticeable new style was probably the Italian Renaissance which was prominently featured. More early English period furniture was in evidence than formerly, the Gothic and Tudor being shown, while Queen Anne which has been popular for the last few years, was still a favorite.

Jacobean was seen in several of the exhibits and the demand for it was greater than for the past three or four years.

Furniture prices are about 30 per cent below last year and have about reached rock bottom. As evidence of this it may be noted that the tendency since last November is for prices to stiffen especially in case goods lines.

The furniture business generally is in good shape, though production is not yet up to maximum. Some few factories are running ten hours, and others are operating for 9 or eight hours so that they are up to about eighty per cent of capacity.

In 1921 there were 16,283 houses built and the probability is that this figure will be exceeded by 8,000 houses in 1922 Estimating that the furniture in each home has an average value of $1,000 this will mean an expenditure of about $25,000,000 for furniture this year. This is sufficient to keep all the factories in Canada busy.

* * *

## THE BUSINESS OUTLOOK.

SIR VINCENT MEREDITH, President Bank of Montreal

In the most propitious circumstances of trade, prophesy is rash, and in the complicated conditions that now beset us I will refrain from the risk of forecast. What we do know is that Canada has withstood the shock of deflation and readjustment in a manner which has afforded gratification to our own people and has caused much favorable comment abroad, but a return to pre-war standards cannot be expected at once and probably not for a considerable time to come. The position is still full of difficulties, and the way to sustained improvement is not yet clear. While there has been a revival in some lines of business, in others deflation has not yet run its course and stocks are being carried which possibly may have to be written down to lower replacement values.

The revival now being experienced, possibly based upon a demand in consequence of depleted stocks giving a temporary spurt in buying, will probably not be long-lived. In any event, I look for a period of rises and falls as demand exceeds supply, or otherwise. A return to normality will be hastened when labor realizes that war inflation wages cannot be continued and that the changed economic conditions necessitate more efficiency and greater production if we are to compete successfully in the world's markets. Increased productiion will without doubt be followed by a lowering of prices, larger consumption and fuller employment.

* * *

## CONFIDENCE MEANS RETURN OF NORMAL CONDITIONS

Business will improve in exact ratio to the confidence shown by all classes. The manufacturer can continue to invest capital in stock for a limited time only unless the lines he manufactures produce a steary return of capital irrespective of the confidence the individual manufacturer may feel. The working man with a job, receiving his weekly wage as regularly as he did one month, one year or two years ago, can see no reason to believe conditions are not favorable while those unimployed see the matter from an entirely different angle.

We are confident that the future of Canada is assured. Progress, delayed temporarily, is sure. The confidence of all classes will hasten the return of more normal conditions.

# Canadian Furniture Industry In 1921

Thomas McGill, President of McGill Chains Ltd., in The Imperial Industrial Review.

THE state of the furniture trade throughout the Dominion of Canada during the past twelve months has paralleled that of most of the other great industries, i.e., labor has been scarce and materials high-priced and very difficult to obtain. The demand has been great, and despite increased production, impossible to satisfy, although there are about seventy large factories in Canada producing over thirty million dollars worth of furniture annually. These factories are of a large average with about 100,000 square feet floor space to an average plant, the value of a plant of this size being about a quarter of a million dollars, fully equipped with all necessary machinery.

The furniture manufacturing industry has for the last decade or more been making the most satisfactory progress in Canada, both in the extending of the business in volume and in the marked improvements in the method of manufacture. Generally speaking the product has become highly standardized, a factory manufacturing in a number of designs which, when finished ready for the market, differ very much in appearance from each other, but having the component parts of the whole product so standardized that the same ends, backs, doors, drawer sides drawer bottoms, drawer ends, etc., fit into each of all the designs produced. This means that while a maker may be producing, say, one hundred sideboards a week of each of six designs, or six hundred in all, he is really manufacturing the component parts on a much larger scale, which brings the cost of manufacture down to an absolute minimum. Again, most factories specialize in one class of furniture to the exclusion of any other classes. Thus the factories of Messrs. McGill Chairs, Limited, at Cornwall, specialize entirely in the production of chairs and tea wagons, and no other class of furniture is produced by the firm, so that by laying themselves out to produce these only and organizing and equipping their factories to that end they are able to greatly reduce running costs and in addition increase the volume of goods made, which tends to lower the cost to the eventual purchaser.

Among the seventy factories in this industry, there is one manufacturing chairs, which produces fifty designs of chairs, all with the same style of front legs, front stretchers and back legs and spindles. Another manufacturer makes only four designs of bed-room suites, all made out of the same standardized parts, and so on. Of late years it has become the custom to make up complete suites in each factory. The factory making dining suites, makes sideboards, tables, china cabinets and dining chairs all to match, and dealers have to be careful to sell these only in complete suites to avoid confusion, as it may be possible to replace odd suites from the manufacturers at or near the time they would be wanted. There are possibly about two thousand retail dealers throughout Canada.

Messrs. McGill Chairs, Limited, have to report a fairly satisfactory progress during the past few years, the conditions in their district during the last twelve months as regards labor, raw materials and general operations having been better than in many other quarters. Production has increased and there has been a very brisk demand for the most part, for the better class of furniture than in the past. The firm have done a very considerable export trade but the increase in prices, rendered inevitable by reason of higher wages and rising cost of materials, has militated against the development of this phase of their activities during the last year. The home market, however, has absorbed all their output and could comfortably have taken more had they been able to turn it out.

Since the war the prices of furniture have more than doubled. The demand is fully up to the supply at the present time, but there is a time coming when the Canadian factories will be compelled to send part of their output into other corners of the empire. They will then be able to meet the situation as their facilities are not surpassed in any part of the world, and Canada certainly has the raw material.

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## LLOYD COMPANY INCREASE CANADIAN SALES.

Alfred Lloyd, manager of the Canadian factory of the Lloyd Manufacturing Co., Orillia, Ont., and William Buchanan, salesman for the province of Ontario, visited the factory recently. Both are enthusiastic over the possibilities for increasing the sale of Lloy Loom products in Canada as a result of the Canadian plant.

" There is a great campaign in our country on 'Buy Canadian Goods'," said Alf. Lloyd. "The States have flooded Canada with manufactured merchandise until the Canadian factories have been badly hurt. This has reflected on labor and the entire country until the people now want Canadian-made merchandise and none other.

"Our import duties are heavy so that American merchandise has a high price when it reaches our trade. Now that we are manufacturing in Canada we should be able to increase our sales. We will make baby carriages, doll buggies and furniture."—Lloyd Shop News.

## CANDIDATES FOR THE ARK.

Who are the five biggest men in the Canadian furniture world.

Canadian Furniture World isn't going to undertake the responsibility of naming them, but we will gladly print comments that any of our subscribers may see fit to send in.

Put is this way: Suppose the world got word there was going to be another flood, that Mr. William Cawkell had been commissioned to build an ark, and that five and five only representatives of each calling — the law, the ministry, agriculture, medicine, furniture, etc. — would be spared, these five in each calling to be that particular line of endeavor's top-notchers — under such conditions for whom would you vote?

Step away from the common pursuits of life a moment and let your mind run out over the furniture field. Make out a list and mail it to us.

# Methods That Brought Business To Canadian Dealers

How some Furniture Dealers and other Retailers Increased their Sales.

## SELLING WASHING MACHINES

A house furnishings dealer in Hamilton, Ont., recently made a hit with a novel window display. He placed an ordinary laundry tub and an old-fashioned wash board in the window, together with a figure of a woman ten feet tall. A card neatly lettered read: This perfectly good tub and wash board for sale cheap, as I will have no further use for them after this week. I'm going to have a ——bwashing machine. Ever see one? Step inside and have a look. It costs nothing to look."

The suggestion that the tub and wash board was out of date soaked into the minds of many men, and women, too, Washing machines sold anyway, showing that a little soft soap may be useful in selling laundry appliances.

## BUILDING UP A COMMUNITY ORGANIZATION

Just what may be done in developing some outlying business section of a large city—or the whole commercial centre of a smaller place—and keeping the trade at home has been amply demonstrated by theSt. Clair avenue district merchants of Toronto. Less than a dozen years ago this street was nothing more than a beautifully irregular, unpaved road, flanked on either side by grand old shade trees, under which a narrow two-planked sidewalk provided walking accommodation.

In the march of progress incident to a growing municipality this outlying district was taken into the city and the old township road replaced by a widened, carefully-graded, paved highway.

Early in 1921 an organization was formed known as "The St. Clair Avenue and District Business Men's Association," separate from but working in conjunction with the Retail Merchants' Association. One of the first actions of this new body was to declare itself under the proper title, contending that the name "Earlscourt" was too localized for a thoroughfare which extended through several subdivisions of the northern part of the city. The membership of this organization at the end of 1921 comprised nearly three hundred St. Clair retailers, and in a new membership drive which they anticipate undertaking in the near future they expect to increase their number to nearly four hundred. Such is the enthusiasm among the members of this retailing body that they are able without difficulty to secure an average attendance of from 60 to 70 at the special function scheduled for each week—a meeting, a dinner, a lecture, etc. They invite speakers versed in merchandising and industrial matters, both from their own and other cities, to address them—all of which has been of great assistance in bringing the organization up to its present standard.

## SCHEME OF CO-OPERATION

A merchandising scheme is being tried out by a ring of eleven merchants in the St. Clair Avenue district of Toronto, each of whom represents a different line of business. Each issues a coupon representing a certain percentage of the value of the purchase. These are interchangeable, and may be redeemed any time at any of the stores in the ring. Premiums of Community silverware are given in exchange, varying according to the value of the coupons proffered by the customer.

## "ELECTRIC HOME" SELLS EQUIPMENT

From January 21 to February 4, the Electric Home League of Toronto exhibited an "electric home" in one of the high-class residential districts of the city. A modern bungalow, completely furnished by one of the large furniture houses, was used for the purpose of demonstrating all electrical equipment that lightens housework, safeguards health and adds to the comfort and health of the entire household.

The home was scientifically lighted with fixtures that add charm to the decorative and furnishing scheme, and it was an object lesson on how proper wiring makes electricity an efficient servant in the house. Nothing was for sale in the Electric Home, although the house as furnished and equipped was to be sold after the exhibition closed, and newspaper advertising was carried in Toronto papers during the exhibit week. Here is a hint that might profitably be used by furniture dealers to spread abroad a better knowledge of better home furniture and furnishings.

## ST. THOMAS MERCHANTS PLAN TO PREVENT FRAUD

To guard the merchants of St. Thomas, Ont., from solicitors for undesirable or worthless advertising the Chamber of Commerce has prepared cards setting forth the principles of the chamber governing all solicitations for donations. Subscriptions and donations must be for worthy causes and satisfactory assurance must be given that at least 70 per cent. of the gross receipts will go for the cause for which they are solicited.

## MADE-IN-ST.THOMAS EXHIBITION

A "Made-in-St.Thomas" exhibition that will be open to all retail merchants of that Ontario city as well as all manufacturers is to be staged in a short while under the direction of the newly-organized St. Thomas Chamber of Commerce. No person will be restricted from displaying goods at the show, and the largest building in the city is being procured for the occasion. The committee in charge plan to make it the most successful event of its kind ever held in Western Ontario, and it will be designed after some of the huge exhibitions of the kind that are held in several of the old countries of Europe. Everything will be free to the general public, and attractive entertainments will be furnished daily as well as other special features.

# Dollar Day Sales Stir Up Big Business

THE semi-annual Dollar Day event featured by the merchants of the Border Cities of Windsor, Walkerville, Ford, Sandwich and Ojibway, was held last month and proved to be one of the best ever experienced by the merchants co-operating. Merchants report an excellent business from the surrounding territory, as well as from the local buyers.

The advertising of the event included signs placed on the main highways giving the date of the event, newspaper advertisements, window display material in the form of price tickets and pennants, etc.

Miss Dollar, the mysterious, paraded from store to store, but was caught early in the day by an enterprising amateur detective who received $25 for her achievement.

A drawing for prizes was also a feature of the day, each purchaser of a dollar's worth being given a coupon bearing a duplicate number.

### London Also Had Dollar Day

Dollar day in London proved one thing above all others —there is plenty of money in this part of Ontario if the people can be shown good reasons for parting with it. Formerly London merchants held one dollar day in the year —now there are two.

### Much Merchandise Moved at Woodstock

The mid-winter dollar day held by Woodstock, Ont., merchants, under the auspices of the Retail Committee of the Board of Trade, was one of the most successful ever held, and the merchants were greatly pleased with the manner in which it moved goods from their shelves and set the cash registers ringing. The special feature of the sale was a contest in which competitors were required to guess the number of coppers contained in a large glass jar. There were thousands of entries, and each entry represented one dollar spent at one of the forty stores participating in the event. A prize of $50 was offered, and it was split evenly between three competitors who came within two of the correct figure, which was 8,028.

### Brantford Sells Big Volume of Goods

Brantford's annual mid-winter Dollar Day has again gone into history, and this time, though carried on under the greatest difficulties, owing to the depression existing in this agricultural implement manufacturing city has again scored a notable success. It was, perhaps, most significant that this year it seemed to show that the dollar had come back into its own as an entity in itself.

The usual coupon drawing for prizes to a total value of $125 was held, but in place of one "Mysterious Miss Dollar," there were two, both being caught before the noon hour. The captors received ten dollars each.

## ARE YOU WITH US?

Boost and the world boosts with you,
Knock and you're on the shelf,
For the world gets sick of the man who'll kick
And wishes he'd kick himself.

Boost when the sun is shining,
Boost when it starts to rain.
If down on your face don't lie there and bawl,
But get up and boost again.

Boost for your own advancement,
Boost for the things sublime,
For the chap that lands on the top most round
Is the booster every time!

—Exchange.

## CANADA HAS WONDERFUL OPPORTUNITIES

"It is our candid opinion," says the United States Investor, Babson, "that we shall see greater development in Canada during the next few years than any other part of the American continent. This country is rich in natural resources which are yet undeveloped, and capital is being steadily attracted to them. The majority of people in this country, however, do not appear to be fully awake to the opportunities for safe and remunerative returns on capital placed in the Dominion, but as time goes on, they are going to realize more and more the wonderful opportunities afforded."

## PHONOGRAPH-FURNACE; WHAT NEXT?

A clever designer has developed a heater which many people who object to a stove in the parlor will welcome, says the daily press. It has all the appearance of a cabinet phonograph, yet it works as a pipeless furnace. It is, however, made of steel plates, but they are finished to look like mahogany, grained like rare old wood, polished to the fine lustre of expensive furniture.

Starting with the name which ends with a "rola," the resemblance to a phonograph is carried out in the design of the front, the sides, top and supporting legs. Ornamentation such as one finds on a wooden cabinet is used.

This affair is in reality a pipeless furnace which will heat from three to six connecting rooms. It will burn any kind of coal and holds fire for fifty hours.

It is claimed for this heater that housewives will find it more easily kept clean, as the polished mahogany finish requires but to be rubbed with a cloth just as furniture is handled.

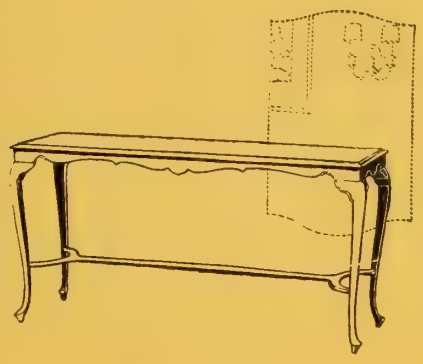
One of these "phonograph stoves" or superheaters, was on view during the past few days in a Welch & Son's furniture store on Queen street, west, Toronto.

## FURNITURE STORE HELPS FAMINE FUND

An unusual appeal for funds to help the famine-stricken children of Russia is being made within the ranks of a Toronto business organization. Convinced by reports of the dreadful conditions in the famine areas that it was a matter of prime importance to render assistance M. Goddard, advertising manager of the Adams Furniture Company, has organized a "Save the Children" drive among the employees of the company. A set of show-cards posted up in the salesmen's room and elsewhere throughout the store and warehouse carry pictures showing scenes among the famine victims, newspaper clippings, and appeals to all possible for the little sufferers.

The result of the drive, which lasted for two days, exceeded Mr. Goddard's expectations. The first day's collections amounted to $250. The money will be administered by the Friends, and contributors have been assured that it will reach Russia in its entirety, no deductions whatever being made for overhead expenses.





# *Furniture and Chairs*

made in these factories demand recognition from buyers in your store. They are never passed over lightly because they arrest the attention of the house furnisher on account of their individuality and charm.

MEMBER HOME FURNISHINGS BUREAU, INC. 1921
BETTER FURNISHED HOMES MEAN GREATER HAPPINESS
TRADE MARK REGISTERED

THE NORTH AMERICAN FURNITURE CO., LIMITED
THE OWEN SOUND CHAIR CO., LIMITED

OWEN SOUND, ONTARIO

# NORTH AMERICAN BENT CHAIR FURNITURE

One of our greatest cares in the past has been to produce good quality chairs at the right price, and as conditions gradually change we have this in mind more than ever.

If demand is a criterion of good value—then good value is one of the chief features of our line.

Our productions are many and varied in style, including Windsor Chairs — admirably suited for the breakfast or morning room. Bentwood Chairs — always in demand for home, office, store, factory and restaurant. Reed Chairs—of beautiful design and upholstery, particularly suitable for the library, den, living room, or sun room. Reed Furniture of all kinds. Dining Room Suites and Chairs. Living Room Chairs, etc.



No. 5102

MEMBER HOME FURNISHINGS BUREAU, INC. 1921 BETTER FURNISHED HOMES MEAN GREATER HAPPINESS TRADE MARK REGISTERED

## The North American Bent Chair Co.

**Limited**

**Owen Sound, Ontario**

## HOW TO FIGURE THE INCOME TAX

We are again around to the income tax days. Here is Will Whyte's plan for filling out the form:

First take your home.
Add your wife's income.
Divide by your eldest son's age.
Add your telephone number.
Subtract auto license number.
Add electric light bill.
Divide by number of kilowats.
Multiply by your father's age.
Add number of gold fillings in teeth.
Add your house number.
Subtract wife's age (approximate).
Divide by number of aunts you have.
Add the number of uncles.
Subtract number of daughters.
Multiply by number of times you have gone up in an airplane.
Subtract your best golf score.
Add a pinch of salt.
And then go out and borrow the money and pay the tax.

## INCORPORATING A BUSINESS

Herbert W. Jordan, of Jordan & Sons, Ltd., publishers of London, Eng., has just published a little 48-page book entitled "Converting a business into a private company." The author, who is a company registration agent, goes into his argument briefly, yet thoroughly, taking up a hypothetical case and following it through to its conclusion. The case is dealt with according to English company law, on which some part of our own legislation is based. It is an interesting book for business men and one that should be helpful to those who are contemplating changing an individual's business into a privately incorporated company.

## HUNDRED DOLLARS FOR A NAME

The Leggett & Platt Spring Bed Co., of Windsor, Ont., have extended the time limit of their contest for dealers submitting the best name for their newrodbottom bed-spring until March 25. For the best name submitted and chosen the prize is $50; for the second best name the prize is $25; for the third name, $15 is the prize; and for the fourth name $10 is the prize. The contest is open to all furniture dealers and their employees. So get busy, only a few days left. Make a try; it may land you a winner.

## FURNITURE MEN IN MUNICIPAL LIFE

In listing the furniture men who are holding municipal office this year we omitted the name of Fred Skinner, furniture dealer of Schomberg, Ont., who was recently elected to the town council for the fifth time, this year by acclamation. A year ago a hard battle was put up against Mr. Skinner. There were five candidates in the field for three offices, and Mr. Skinner was put at the head of the poll, receiving within 26 votes of the total ballots cast, and the largest vote ever received by a candidate in Schomberg.

Among other furniture men serving their municipalities are A. E. Malcolm, of the Andrew Malcolm Furniture Co., Ltd., re-elected mayor of Listowel; Chas. Baetz, of Baetz Bros. Upholstering Co., re-elected alderman at Kitchener; R. Magwood of the F. E. Coombe Furniture Co., re-elected reeve at Kincardine.


# We Want a Marshall Agent in Every Town and City in Canada

The Agency for the Marshall Mattress stamps your store as the best in the community.

***Write for Special Offer to Agents***




**Ask about the New Marshall Mattress and our fine new line of pillows**

## Marshall Ventilated Mattress Company, Ltd.

**Toronto** **Winnipeg, (Parkhill)** **Chicago** **London, (Eng.)**

# BIG FURNITURE BUILDING PROPOSED

ONE of the largest real estate deals to be transacted in Toronto since the close of the war came about early this month when the Sterling Furniture Company purchased the building the company is occupying at 291-293-295 Yonge street. The purchase price obtained by the sellers—Gough & Sellers Investments, Limited—was a quarter of a million dollars.

The stores of the Sterling Furniture Co. are located in a five-story, stone-trimmed red brick building, on the east side of Yonge street, Toronto's main street.

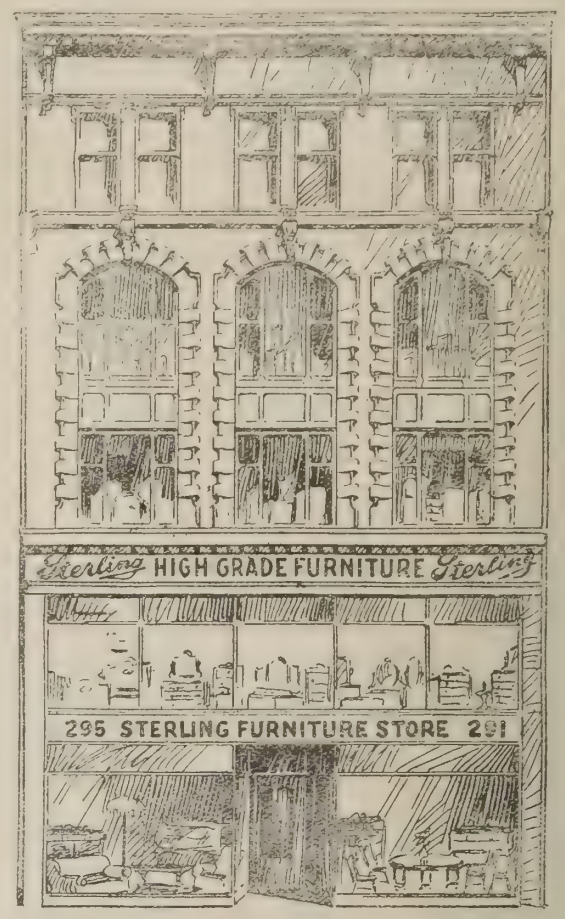
The property has a frontage of 50 feet and a depth of 137 feet. The real price per foot was $4,100, while at the time the Goughs bought this site, some ten years ago, they paid only $2,200 a foot for the same land. The increase in its value, according to the purchase price, therefore amounts to 100 per cent.

### Improvements planned

It is the intention of the Sterling Furniture Company to improve the building and at once place two more stories on the building, while the interior will be entirely renewed, and alterations to the extent of $75,000 to $100,000 will be commenced at an early date. When the new store is finished it will materially add to the business-like appearance of Yonge street, as upon completion it will, it is said, be the largest cash furniture store in the British Empire.

The property between the store purchased and the corner of Dundas street is still owned by the Gough Company, although a deal is now pending for the sale of this land to the Sterling Furniture Company. In the event of the two firms coming to terms another large building will be erected by the Sterling Company, immediately adjoining the present building. There is a total of fifty feet from the Sterling building to the corner, valued at $6,000 a foot, or $300,000 for the whole frontage.

The Sterling furniture building was erected in 1914 by the Gough Company, and was built for the sole purpose




Pen and ink sketch of the Sterling Company's present store front.

of being leased to a furniture company. So difficult is it to lease space in Yonge street buildings that it was thought that the furniture company would be forced to go out of business if the Dundas street cross-town line necessitated the tearing down of the building which it was occupying. When it was definitely established that the building would not be interfered with in the transportation extension scheme, the present big deal was finally completed.

In announcing its purchase the Sterling Furniture Co. advertised:

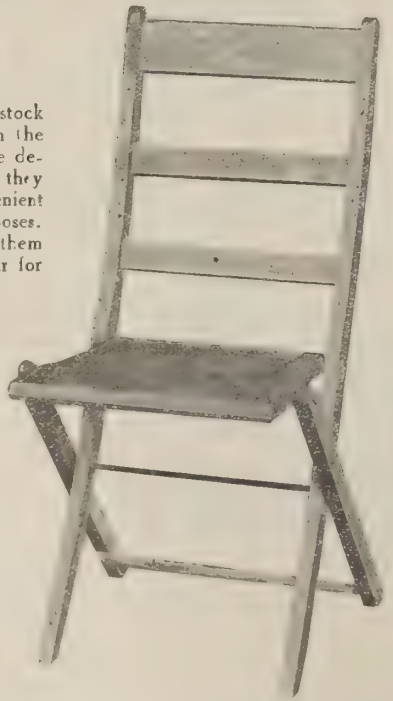
### We Keep Our Promise

"At the beginning of our great Removal Sale on Jan. 18th, we made the statement that we were on Yonge street to stay. At that time we were trying to close three different leases on the street and were unable to renew our present lease, all of these attempts were unsuccessful, but after the wonderful way the public has supported us and knowing that they really wanted an exclusive Cash Furniture Store where they could always get the benefit of lower prices, there was only one thing for us to do, we put our faith in you and bought outright the building we are now in. A late survey shows the Dundas street extension will go through just north of our store and will not interfere with us. We will always be here to serve you in the same courteous way as in the past, and with the landlord menace a thing of the past we can sell you at still lower prices."


# Folding Chairs

Now is the season to stock folding chairs. With the coming of summer the demand is increased, as they are particularly convenient for all out-door purposes. Dealers can also rent them at all times of the year for social gatherings etc,

This is a live line to carry—decide on your order now.



*Chair No. 112*
*Natural Gloss Finish*

THE CHESLEY CHAIR CO., LIMITED
CHESLEY - ONTARIO

# Dining Room Furniture



Table No. 1028. Size 60x45 inches.

This line of dining room furniture solves the problem of price and quality for the average purchaser and is a line that any dealer can handle with great success.

## Suite No. 1028

*Made in plain oak in the different finishes.*

*Also in gum, walnut finish.*



China Cabinet No. 1028.



Buffet No. 1028. Size 54 inches.

## The Krug Bros. Company, Limited

Chesley Ontario

# SPECIALIZING ON SPECIAL SALES STUNTS

An address on "merchandising and sales" delivered recently at Toronto by Frank Stockdale.

This is an age of specialists and the man who can become known as an authority, as the one best man in his particular line, is assured of success. In storekeeping this can be applied to the man who has the best store of its kind in a particular community, or his store may become known as headquarters for a certain article or line of goods. This distinction may also be attained through a special kind of service rendered or through puting out a unique or "different" package. Many a merchant has specialized to such an extent that his entire time is devoted to selling profitable, fast-moving merchandise, and the problems of turnovers and leftovers have no terrors for him.

In New York, Abercrombie & Fitch, for example, have built up an international reputation as specialists in sporting goods and camping outfits. Whether it be for a fishing trip in Maine, a camp in the Canadian wilds, a hunting trip in Africa, or an exploration party in South America, they will supply just the right thing at the right time and place.

This matter of specialization can be carried forward in another direction, offering rich possibilities, and which may be termed "extending the store beyond the store's limits". For example:

How many dealers go to the trouble of telephoning their customers when they get in something new? How many call up the customer regularly, just as the wide-awake grocer does, to see if anything is wanted in his line? How many have ever sent a man out or gone out themselves during the dull part of the day to pick up business?

The Sales Manager of a well-known electric washing machine company asserted recently that 90 per cent. of their sales are made on demonstrations and yet the dealers will not go out or send out demonstrators. A leading vacuum cleaner manufacturer has statistics showing that 47.7 per cent. of their sales are effected through satisfied users; 28 per cent. of their sales through their advertising and only 12 per cent. through dealer effort.

Let me give you a few examples of what has been done elsewhere in the way of extending the store beyond the store's limits.

Out in Minneapolis the people who can afford it spend the summer in cottages at Lake Minnetonka. Recognizing the trade possibilities several years ago, one of the leading Minneapolis department stores stationed a merchandising expert at the Lake for the summer. A lady who wanted to give a bridge or dinner party and who didn't want to run up into the city to do the necessary shopping on a hot day simply called in the expert, explained her wants and everything was taken care of and on hand when needed. The idea proved so profitable that it has since been followed in one form or another all over the country. Examples are Bamberger's extension in the Public Service Terminal at Newark; Macy's stand in the Hudson Terminal, New York; and the display of a Burlington, Vermont, department store in the leading hotel there.

A variation of the idea is practiced by Eaton's, a big department store in Toronto. They have a professional shopper, whose business it is to take care of the wants of sick customers, weddings, etc.

Another example is that of a retail grocer in South Dakota, who does the amazing thing of ordering from his wholesaler three or four carloads of groceries at a time. He accomplishes this by going around among the farmers and showing them how they can save money by buying groceries in case lots.

There are merchants who never miss an opportunity to have booths at circuses, county fairs, summer resorts, etc., and who find that it pays them in sales and advertising value.

Prices can at times be cut materially and still yield a profit. Every merchant knows the advantage of special sales and the profits they bring from stimulating the movement of regular merchandise. It is, however, more profitable to plan an occasional big drive that will really bring the people to the store than to continually be offering bargains which the public soon find out really are not bargains.

In some towns dealers offer their biggest inducements just before pay day. They reason that it is a simple matter to get people to buy when they have money, but that it is very difficult to make sales when money is scarce.

**BALL CHAIRS**

Furniture merchants should be, and usually are, good judges of what their customers want. Ball Chairs are always included in the stock of merchants who know, because they produce good results.

Real service, correctness of design, and quality of construction are found in every Ball Chair. These are the features that have built the reputation of this reliable line.

**BALL FURNITURE CO., Limited. HANOVER, ONT.**

GUARANTEED GOLD MEDAL PRODUCTS

## *Gold Medal Spring Cushions*

We are fully equipped with up-to-date machinery to supply the upholstering trade with cushion forms made to size. We use the finest grade of tempered spring wire encased in strong cotton pockets and covered with white cotton felt. Write us for quotations on your requirements.

## *Upholstering Springs*

Open ends or knotted. Manufactured in our own factory of best grade American Premier Spring Wire. Prompt shipment at lowest prices.

## *Upholsterers' Supplies*

We have a special department for jobbing all kinds of upholstery materials. Tow, Moss, Hair, Webbing, Canvas, Tacks, Gimp, Needles, Etc.

## *Tapestries, Mohairs and Velours*

Our stock of the finest imported upholstery Fabrics includes all the best productions of the largest French and English Mills. We have an immense range of patterns priced without regard to actual cost. Our values in these lines cannot be equalled.

*Samples supplied on request*

**GOLD MEDAL FURNITURE MFG. CO. LIMITED**

TORONTO UXBRIDGE WINNIPEG

**Gold Medal Bedding Co., Limited --- Montreal**

# Why Some Dealers Get Business

## Advice For The Furniture Dealer

IN our town, says an exchange, there are some dealers who are no. getting very good business, and there are some who are making money right along, through dull times as well as good times.

What essential difference do you see in these merchants particularly at the present time? Perhaps you have noticed that the men who are doing a good business are optimistic and cheerful, and make no complaints of dull times, while those who are not doing much business are long-faced and gloomy and pessimistic. Perhaps you have thought the cheerful merchants were cheerful because business was good, and the gloomy merchants gloomy because business was bad. It is entirely possible that you have put the cart before the horse. It is very likely that the cheerful merchants are getting more business because they are cheerful while the pessimistic are getting less because they are gloomy. Did you ever think of it in that way?

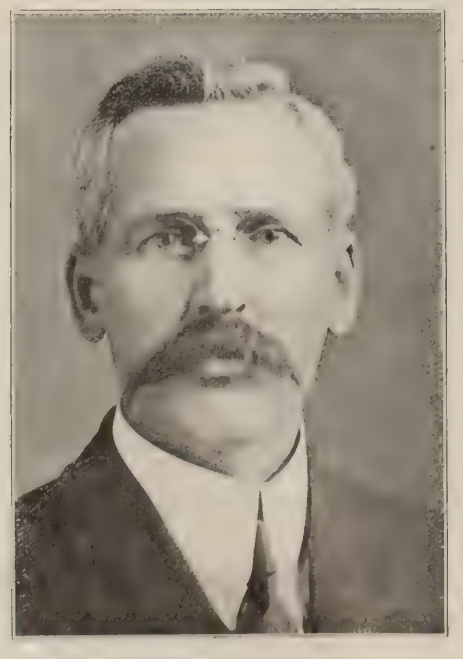
If any thing will discourage the prospective customer from buying, it is a man behind the counter who shows by his face that he does not expect anyone to buy, that hardly anyone is buying, that it is a mistake to buy.

Walk down your business street, go into each store for a few minutes, long enough to note the mental attitude of the merchant in each place. Then check them over and see if the list of gloomy pessimists doesn't coincide with the list of those doing comparatively little business.

The merchants who are getting the business are those who know there is good business to be had and are going after it with a smile, and welcoming whatever comes with a smile.

### COLLECT YOUR BILLS PROMPTLY

Render and collect your bills promptly. Don't be afraid of losing business by such a policy. The real business man will like it, for he wants to pay promptly; the "slow-pay" man may kick—but any business actually lost on that account is business that is best lost. Good credit is necessary for the contractor, but the banks are not going to loan money to anyone with too many charge accounts long overdue. One banker and public accountant estimates that 50 per cent. of business failures are due to extending more credit than capital warrants. Whatever the percentage is, watch your credit business. And render and collect your bills promptly.



WM. KRUG
Chesley, Ont., 1922 President Furniture Manufacturers' Association.

### DON'T RUN A MUSEUM

A museum is an interesting place to visit, now and then

And there's a business moral in it, too.

Founding museums costs money. So does running them. Some museums represent a tremendous investment.

Yet a museum has no turnover, and so it makes no profit.

It performs its service to the community—yes! But leave that kind of service to the museums.

You don't want your store to become a museum of goods that won't sell.

Yet the store that doesn't advertise its offerings is in danger of becoming nothing more than that.

A musty old store, with antiquated goods on its shelves that nobody wants, is sometimes as entertaining as a museum to ramble through.

But we don't believe you want to run that kind of a store.

### CHATHAM DEALER BONUSES EMPLOYEES

Recently in an electric shop in Chatham, Ont., where they employ several journeymen and assistants our subscription representative picked up a copy of a letter to their employees which read as follows:

Any employee effecting the sale of washing machines will receive a bonus of 7 per cent of the sale; electric ranges 5 per cent; fixtures 10 per cent; getting contracts 5 per cent; irons, toasters, etc. 7 per cent. All work finished within two hours of specified time employees will receive two per cent. of contract to be divided among those on the job.

On repair work any employee who induces customer to have extra convenience outlets installed will receive a bonus of 25 cents for each outlet.

The proprietors find that by giving these bonuses it speeds employees up on the job and increases their efficiency.

### TODAY'S THE DAY

The present hour is the only one a man controls. In it he finds his sole opportunity for service, for achievement, for happiness. He may plan and provide for the future, but he lives only in the present. Tomorrow, next month, next year, if they come, turn out to be only todays. It is what a man does now that makes or breaks him.

We build only in the present. This does not mean that we are responsible only for the present. We all owe much to the future; but the future of our lives faces us today. There is no time for us to do anything worth while but in the present hour.—Exchange.

Sheraton often employed Angelica Kauffman, the famous woman artist, to paint her designs on his finest tables.

# News Of The Canadian Furniture World

Evershine Furniture Polish and Starch Enamel has been registered at Toronto.

C. Gamelin's upholstery shop at Montreal was damaged by fire recently.

The National Stove Mfg. Co., dealers in furniture and stoves at Montreal, sustained a fire loss recently.

The Corona Phonograph Co., Montreal, has been registered.

The Progress Spring Bed Mfg. Co., of Montreal, intend opening a warehouse in Toronto.

E. C. Greenwood has purchased the auto and garage business of the Kemp Furniture Co. at A[illegible]

The Powell Furniture Co. have sold their business at Cochrane, Ont., to D. Cameron.

Fire damaged the Gibbard Furniture Co's. premises at Napanee, Ont., recently.

Wm. Crane, a retired Owen Sound furniture dealer, died at his home in Burlington, Ont., last month, aged 75 years.

Chris. Dreisinger is enlarging and improving his furniture store premises at Elmira, Ont.

D. Goldblatt is opening up a furniture store on Second Avenue, Owen Sound, Ont.

C. Gamelin's upholstering shop at Montreal was damaged by fire recently.

Watson & Co. are enlarging their furniture store on Barton street, Hamilton, Ont.

The Da-Nite Furniture Co. are looking for a factory site in one of the Ontario towns.

The Empire Mattress Co., Toronto, have secured a factory at St. Thomas, Ont., and will remove there within the next few weeks.

J. Kalbfleisch has sold his furniture and undertaking business at Tavistock, Ont., to Zeller & Heinbach. The new owners were formerly in Stratford, Mr. Zeller with the J. A. Duggan Co., and Mr. Heinbach with Greenwood & Vivian.

J. A. Minchner has a very fine article in the current issue of "The Furniture Future," published by the North American Furniture Co., Ltd., on "Veneer—its use in furniture manufacture."

"Better Homes" exhibitions are taking hold across the border. Detroit will this month hold a "Furniture Fashions Exhibition" and St. Louis will do likewise in April.

Wm. Thompson, furniture manufacturer of Belleville, Ont., recently had a letter in the Toronto *Globe* headed "A manufacturer on the unemployed" in which the writer contends that if the banking institutions of Canada would co-operate more with industrial plants a decided advantage would be given manufacturers and much of the present unemployment would be wiped out.

Reid & McLagan, Montreal, have registered their partnership, to job upholstered furniture.

J. E. Burnett & Son, Alliston, Ont., contemplate enlarging their phonograph factory.

The Superior Furniture Co., Ltd., Norwood, Ont., has been incorporated with a capital of $40,000 to make and deal in furniture, baby carriages, toys and other wood products.

The Grey Furniture Co., Ltd., of Neustadt, Ont., is enlarging its line by making diners and library tables.

The H. E. Furniture Co. are installing a Paasche air brush unit in their plant at Milverton, Ont.

The Jackson Cabinet Co., Ltd., Montreal, has been incorporated with a capital of $250,000.

W. H. Miller, sales manager of the Phillips Mfg. Co., Toronto, last month lost through death his father, J. C. Miller of Owen Sound.

Harold Magwood, who at the beginning of the year took over Bill Stern's northern territory for the McLagan Furniture Co., has been tansfered by his company to Alberta, where Harold will make things fly.

Mr. D. Souter of the A. M. Souter & Co. furniture business, Hamilton, recently delivered an address before the local Rotary Club on "Service with a Smile" in which he gave a historical review of the Souter furniture business since its foundation.

## IMPERIAL RATTAN ENTERTAIN EMPLOYEES

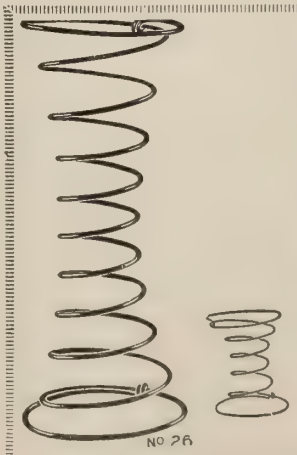
The Imperial Rattan Co., Ltd., last month gave their employees and their families a social evening in the factory showrooms at Stratford. Dancing and cards occupied the attention of the guests during the evening, music being rendered by an orchestra composed of the employees. Refreshments were afterwords served by the company.

## FINE CATALOGUE OF WILLOW FURNITURE

A really fine catalogue has just been published by the Brantford Willow Works of Brantford, Ont. It is a sixteen-page booklet, printed on one side of paper only with high-class half-tone illustrations. The cover is brown with sepia lettering and orange decorations.

In submitting the catalogue, says Manager Chas. Fairfax, attention is drawn to the high standard willow and reed furniture productions. Willow furniture appeals to the cultured and to those of refined and artistic taste. It is light, durable and sanitary.

The firm claim to be the largest makers of willow furniture in Canada, that their productions are made from the best materials and by skilled labor. The catalogue under review shows selected assortments of upholstered willow furniture suitable for livingroom, sunroom or den.


**Upholstery Springs**

Highest quality Upholstery Springs, made from the finest grade High Carbon Steel Wire, oil tempered after the coiling operation, thus insuring uniform strength and "No Set." Remember, the quality of your High-Grade Upholstering depends entirely on the quality of the springs you are using.

**HELICAL SPRINGS**

for spring bed and mattress fabrics.

Get the habit ; buy Canadian springs

**James Steele, Limited**

Guelph, Canada

# SIDE LIGHTS ON MAKING YOUR INCOME TAX RETURNS

Get ready to make your returns by keeping proper accounts—Some hints on some of the problems that are bound arise as given at last convention of Saskatchewan Retail Merchants Assn.

By BERT R. MASECAR, B. Acc..

THE Income Tax Act is a comparatively new enactment, and as it is an act which has to be experimented with for quite a length of time before real hard-and-fast working rules can be laid down to cover all cases, it is but natural that a good many complaints are laid against the Income Tax Department. Some of the complaints are undoubtedly just and right, and it is my opinion that if more of the business men would undertake to stand behind their complaints and take them up with Ottawa they would obtain relief.

I do not hold any brief for the Income Tax Department, but I will say that I have found that where a man or a Company has good grounds for objecting or appealing against the assessment, and has taken the matter up with Ottawa they have been accorded fair treatment. The officials in the local Income Tax offices have certain rules laid down by Ottawa for their guidance, and it is not in their power to alter those rules. The power of making special decisions and rulings lies with the Minister of Finance, and that power cannot be delegated to all the clerks in all the various Income Tax offices throughout the country. In the majority of cases, if the taxpayers will give the local Income Tax offices the information they ask for, there will not be very many appeals against the assessments made. The work of the Income Tax offices has undoubtedly been greatly increased by taxpayers endeavoring to avoid the issue and refusing to answer what to them appeared to be useless questions. You must remember, however, that the assessors in these offices do not know all the details of your business as you yourselves do, and it is only to be expected that they will have to ask questions in order to be able to understand your financial statements. You know, nearly every business man has a different way of keeping his books, and of preparing his financial statements, and for this reason it is difficult for the Income Tax assessors to clearly understand every statement sent in to them without getting supplementary information from the taxpayer.

### Dividends Not Subject to Normal Tax

Dividends, when received and shown by the taxpayer shareholder, are not subject to the normal tax, as that tax has already been paid by the company from which he received the dividend. If a person's income is such that he only pays the 4 per cent. rate, then the amount of his dividends at 4 per cent. is deductible from the tax as computed, including the dividends, and if he came within the 8 per cent. normal tax rate, the rate to be charged on the dividends for deduction purposes would be at 8 per cent. Two examples will illustrate this matter, and I am taking the case of a married man without any dependents:

| | |
|---|---|
| Salary or profits from business.... | $2,000.00 |
| Dividends ..... | 400.00 |
| Total Income ..... | 2,400.00 |
| Statutory Exemption ..... | 2,000.00 |
| Taxable Income ..... | 400.00 |
| Normal Tax, $400.00 at 4% ..... | $16.00 |
| Deduct dividends of $400.00 at normal tax rate of 4% ..... | 16.00 |
| Tax to be paid ..... | Nil. |

### Another Example

| | | |
|---|---|---|
| Salary or net profit ..... | $6,800.00 | |
| Dividends received ..... | 4,000.00 | |
| | $10,800.00 | |
| Statutory exemption ..... | 2,000.00 | |
| Taxable income ..... | $8,800.00 | |
| Normal Tax, $4,000.00 at 4% ..... | | $160.00 |
| Normal Tax, $4,800.00 at 8% ..... | | 384.00 |
| Total normal tax before deductions. | | 544.00 |
| Deduction for Dividends, $4,000.00 at 8% ..... | | 320.00 |
| Net normal tax payable ..... | | 224.00 |
| Surtax at 1, 2, 3 and 4% rates .... | | 142.00 |
| 5% on above two amounts ..... | | 18.30 |
| Total tax payable ..... | | $384.30 |

### Proceeds of Life Insurance Not Taxable

Money received under wills or the proceeds of life insurance policies are not income for taxation purposes, but any profits made from the use of such monies, except as noted herein in respect to investments and speculations, are taxable income.

It must be remembered that in Income Tax Department does not have to rely solely on the taxpayer for information in regard to his return, but may call on any one with whom he had business dealing to produce their books and records to show the business conducted with the taxpayer.

Persons in Canada who are acting as agents of persons residing outside of Canada are required to make a return of income which passes through their hands on behalf of the non-resident.

If you have income coming in from other countries you are entitled to deduct from your tax the amount of income tax paid to the other country, up to the amount of tax payable on that particular income in Canada. This deduction is only allowed where the other country reciprocates by allowing similar deductions on Canadian income of residents in that country.

Failure to keep books or to make the necessary returns does not exempt a person from paying Income Tax, as the Finance Minister has the authority to say what your

income is, and in such a case the burden of proving that your income was not that much rests on you.

Profits made from speculation outside the regular business of the taxpayer are not taxable income. If a merchant draws money from his business and buys real estate for $3,000.00, and sells it for $4,000.00, the $1,000.00 is not taxable, as it was realized outside his regualr business, and is considered an increase of capital rather than income. Had the $3,000.00 been invested in real estate with a house which was rented, the rentals received, after deducting taxes, insurance, repairs and depreciation, would have to be shown as income for taxation purposes until such time as the property was sold. Had this property been bought and sold by a man in the real estate business, the $1,000.00 profit on the sale of the property would have been taxable income, as that was his business.

Where profits are made on a transaction, the payments on which extend over a number of years, it is permissible to show only the earned profits each year in proportion to the amounts paid on the agreement, but it is necessary to keep good records in such cases so as to be able to ascertain the unearned profits each year. If a man in the real estate business bought a piece of land for $4,000.00 and sold it for $8,000.00, $2,000.00 cash and $2,000.00 per year for three years, the total profit would be $4,000.00, which is 50 per cent. of the sale price of $8,000.00, so that 50 per cent. of each payment received would be profit, and $1,000.00 profit only would need to be shown each year. Investments and speculations are treated by the Income Tax Department as capital assets, and when these capital assets are sold, the increase in value is considered to be an increase of capital, not revenue. But while the capital assets are in the hands of the taxpayer, any dividends, rents or other revenue received are considered as revenue or profit.

### A Married Woman With Income

A married woman with an income of her own is entitled to an exemption of $2,000.00, and above that figure she must pay the same taxes as anyone else. In the case of children, when a wife has a separate income, either the husband or the wife may claim the $200.00 exemption for each child, but not both of them.

The Income Tax does not alter the fundamental principles underlying the taking of inventories at the close of fiscal years. Stock should be taken at cost price, plus freight and cartage, or present values, whichever is the lower. Increase in values of goods on hand should not be considered when taking stock, as that is anticipating a profit. Stock taken on the basis of cost or present value, if present value is lower than cost, will be accepted by the Income Tax officials.

In Great Britain a three-year average is taken in computing the tax payable, but up to the present time that does not apply in Canada. It would not be surprising if our act was amended at some later date to cover this point, as it would seem to be an equitable manner of levying the tax, particularly in regard to some businesses.

The Income Tax Acts have been in force in England and the United States for a much greater length of time than in Canada, and consequently they have their organization working to better advantage than we have. The Chartered Accountants' Association have been trying to obtain a complete list of rulings from the Income Tax Department in order that they might be in a position to publish the information for their members, who would then be able to advise their clients as to the proper method of making up their accounts, writing off depreciation, creating reserves for bad debts, etc., etc., but up to the present time they have met with no success.

### Dangers of Manipulating Statements

Any attempt to manipulate the books so that no profit will be shown will undoubtedly end in disaster, because if no profit is shown for Income Tax purposes how are you going to declare dividends or draw profits from the business? Aside from this, such a practice is dangerous, as you do not know when some member of the Income Tax staff will step in and check your books. If you have a bookkeeper, such a method is not feasible for the reason that the bookkeeper may leave your employ and there is nothing to prevent him talking about the way you manipulated your accounts, and when one person starts a story like that going, it is hard to say where it will end. Outside of all the reasons for not making false statements on the grounds of the danger of a "comeback" it is hardly honorable for a man to shirk his share of the country's burden and let the rest of the community pay his taxes. I have always believed in the principle of every man with an income keeping proper and true books, making proper returns, and paying his taxes, and so never having a fear that some day he might be checked up and caught doing what he should not have done.

### A Big Handicap

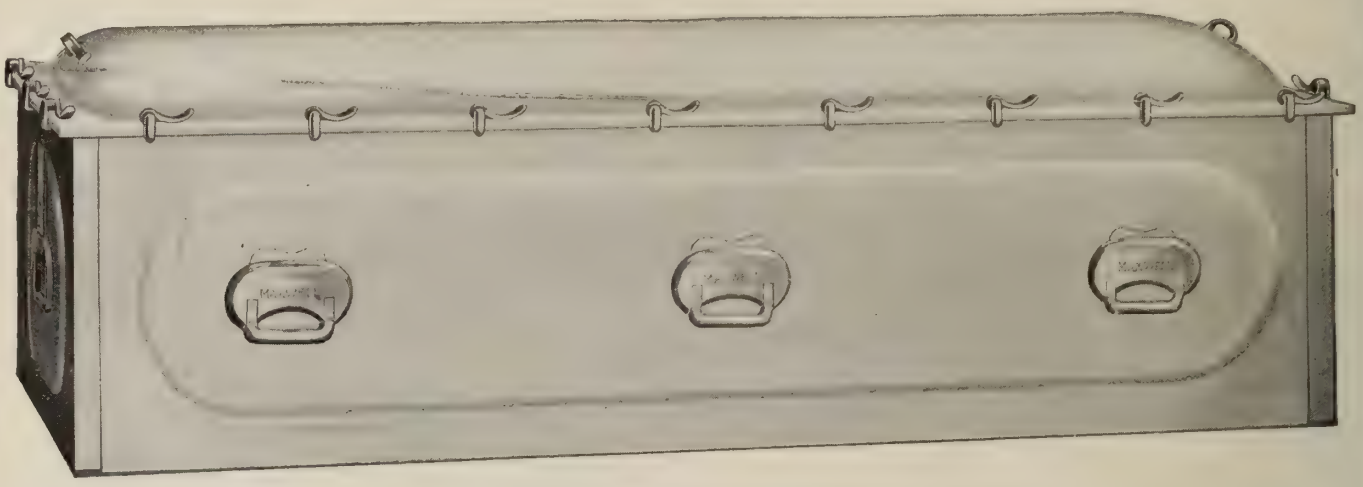
The biggest handicap in the act as at present, to my mind, is the one which makes it necessary for the taxpayer to compute his own tax before sending the forms in. This handicap would not be so great if the taxpayer had only one rate to figure on instead of so many different rates if his income is over $5,000.00 or $6,000.00 a year. It has appeared to me that it would be an easy matter to compute the amount receivable under such rate of income, and then work that amount back to a percentage of the income, thus giving a fixed rate for each different amount of income. Thus it could be set out that on all incomes between $2,000.00 and $5,000.00 the rate shall be 4 per cent.; on all incomes between $5,000.00 and $6,000.00 the rate shall be 5 per cent.; on all incomes between $6,000.00 and $8,000.00 the rate shall be 5¾ per cent.; on all incomes between $8,000.00 and $10,000.00 the rate shall be 6½ per cent., and so on up the scale with an increasing single rate for each variation of income, instead of having the taxpayers endeavor to compute the tax on the basis as at present. It seems to me that an organization such as yours could well take this matter in hand, as you have a strength behind you which an individual has not.

### Beware of "Experts"

It might not be out of place in a talk of this kind to throw out a warning in regard to the employment of people who claim to be Income Tax Experts, and who claim they can save you a lot of money by reducing the amount you will have to pay for Income Tax. Of course there are certain legitimate deductions which we are entitled to deduct from the profits, but outside of these, if a man tries to get ahead of the Income Tax Department, he is going to get caught sooner or later.

Do not misunderstand me in this, as I have no intention of conveying the impression that a man should not fight for every legitimate deduction he has made in his returns, but, on the contrary, I believe when a man conscientiously makes up his books and returns on the basis of what he considers good business he should be prepared to contest any effort on the part of the Income Tax officials to disallow that deduction, and it is for him to stay with his case until he is convinced he is in the wrong.

# THE MAXWELL
# Sanitary Copper-Alloy Vault



"Positively the best in the World"

## ABSOLUTELY GUARANTEED
### for FIFTY (50) YEARS
### to resist RUST and CORROSION

**WATER PROOF - AIR PROOF - VERMIN PROOF**

## Because:

Manufactured exclusively of Copper Bearing Steel—the most rust-resisting Steel or Iron known to the art.

All Seams are Oxy-Acetylene Welded.

The cover is securely fastened by the Famous Patented Maxwell Eccentric Sealing Clamps, and specially prepared Perpetual Gasket positively seals the vault and excludes any possible penetration of water or air.

Sturdily and Rigidly constructed. Re-inforced Cover. Will withstand the severest requirements of a Burial Vault.

**BRILLIANT COPPER FINISH**

All Maxwell Vaults are now finished inside and outside with a beautiful, Brilliant Copper Bronze and this rich color is very attractive.

## Dominion Manufacturers, Limited, Toronto, Ont.

*Successors to*
National Casket Company, Toronto, Ont.
The Semmens & Evel Casket Co., Ltd, Hamilton, Ont. and Winnipeg, Man.
Vancouver Casket Company, Vancouver, B. C.
Winnipeg Casket Company, Winnipeg, Man.

*Successors to*
The Globe Casket, Company, London, Ont.
Girard & Godin, Limited, Three Rivers and Montreal, Que.
Christie Bros. & Company, Limited, Amherst, N. S.
D. W. Thomson Company, Limited, Toronto, Ont.

# Funeral Service Department

*Problems affecting the Profession are here discussed and readers are invited to send letters expressing their views on any of the subjects dealt with—News of the profession throughout Canada.*

## THE UP-TO-DATE FUNERAL DIRECTOR

By One of Them

SOME couple of months ago we published an article on funeral directing by a Toronto man who had given some information to the daily press, correcting some of the false notions in the mind of the public and setting right the newspaper man in his dealings with the conduct of a funeral.

Here is another article along the same line which The Toronto Star Weekly wisely published for the benefit of its readers.—Editor.

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A REALLY first class undertaker is an undertaker no longer. He is now a director of funeral services. So one of them declared recently to The Star Weekly. "If the public only knew it the director of funeral services should be just as important to the household as the doctor. He should be possessed of just as great a spirit of reverence as the minister. He is the last link that connects all that is visible and mortal with invisible eternity. Everyone retains the memory of the nurse or doctor who carried down his first child Why should he not similarly remember the undertaker who cared for his dead?"

Such are the views of the up-to-date undertaker—to give him the short name, still—who aspires to be more than a mere provider of coffins. There are a few such men in Toronto, and they are talking and dreaming of the establishment of a research bureau which would keep a close scrutiny on the holding of funerals and seek the best methods. This bureau or council would keep establishments up to a certain standard and see that nothing slipshod was allowed in connection with burials.

"The bureau would prevent the payment of commissions, 'body snatching,' 'door knocking' and 'ambulance chasing,'" went on this undertaker using these expressive phrases himself and giving instances where undertakers of a certain class absolutely "camped on the trail" when there was an accident or death and sought business by going after it.

"Ambulance advertisements in connection with funeral establishments are sometimes a misrepresentation," he added, "and no proof that there is an ambulance on the premises. Such advertisements are often simply a business chaser. We would abolish ambulance service altogether.

"Any time a commission is paid remember it is stuck on the bill to the family. The payment of commission is not in the proper spirit. The professional man today should wait in his office until called in by the bereaved family.

"Undertaking premises should be open to the public's inspection from cellar to garret. People should make themselves acquainted with the places where the bodies of their dead will be placed. It is not enough to know that they are handled with care, but reverenlty and scientifically.

"The public should know that embalming which a few years ago was unscientific and crude, has now reached a stage where it approximates demi-surgery. It is now a clean, sanitary, scientific operation.

### Less Mourning Display

"Embalming may be accomplished where there has been arterial circulation whether the subject has lived only one hour or 110 years. Neither need the body be too far gone to be made presentable and put in sanitary condition; even if it is not possible to make it presentable it can be made sanitary. I have embalmed a body which has been two





Above are shown two of the rooms in A. L. Oatman's model funeral home at London, Ont. On the left is the showroom, size 23x36 feet, situated upstairs over the garage. On the right is the back service room which is used for laying-out purposes and serving for small family funeral services.

months under water. Embalming is as much a protection to the living members of a family as a care for the dead.

"The modern mistake in funerals is hurry. Thus things are not conducted as smoothly as they might be. The undertaker is in a hurry to get the flowers out, to close the hearse, to reach the cemetery. That is the attitude of the public, too. Fifteen years ago when a customer died the blinds came down on the corner grocer store as the funeral passed and men stood still on the pavement with bared heads. Do you see that today? Today as likely as not the traffic will cut in on the procession as soon as the first carriage has passed. Some undertakers are using motor equipment today simply for the sake of speed.

"What we want to do today as much as possible in regard to funerals is to smash down custom and put common sense in its place. 'Is that usual?' is the question most often asked. It is your funeral, isn't it? Well, do as you like! If you wanted to be carried on a wheelbarrow and it could be done reverently I would do it. 'Is it customary? Is it right?' There is no sense in standing bareheaded if it is raining and chancing more deaths. 'But ladies don't go to the cemetery—it is not customary,' is a remark I hear frequently. I tell them again that if the ladies want to go to the cemetery, to please themselves and go, no matter about custom.

"Our aim is to get away from the funeral as much as possible," concluded this undertaker, "to get away from the black. Why should the gloomy side be emphasized? We were recently asked to decorate a church. We merely put a touch of black on the altar and used purple, capping it with Easter lillies signifying the resurrection and green for eternity."

## HE'S WITH US IN THE WORK

It certainly is complimentary to receive from that old friend and counsellor in the East—F. W. Wallace of Sussex, N.B.—such a letter as this:

Sussex, N.B., Feb. 28.

Editor James O'Hagan.

The Furniture World and The Undertaker for February to hand. The undertaking department interested me very much. Every article in it was of value to the profession.

On page 60 I was pleased to study under the headlines, "Ontario Funeral Service Executive Meet." The year 1922 is now passing, as former years have passed and as other years will pass—each year will have to do its own work.

As I look back over the past thirty years I note the many changes in our profession. Great things have been accomplished by them, many of whom have passed over the great divide, yet their good worrks will follow on after them. As all things under heaven change, those who are active in the work of greater achievements will have to be reinforced by a younger set to keep up the work and keep pace with the times and the future.

It was a pleasure to note at the meetings referred to above that the future work of the National Funeral Service Association of Canada, organized last year, was taken up and plans laid for the coming year, and that in April the work will be further considered. This points to the right kind of activity.

Let us hope this year 1922 will be one for greater achievements. While I am, owing to ill health, unable to do all I would like to do, I will while life lasts watch with the deepest interest the good work as it moves forward, and will at all times do all within my power and give whatever assistance I can for a good cause.

I am sincerely,

Yours in the work,

F. W. Wallace.

Mr. Wallace is not in the best of health at present. He is in his 64th year and has been nearly thirty years in business, sending out his first casket in 1893. During the past twenty years he has, off and on, edited the Canadian Funeral Director. His son, W. H. Wallace, since his return from overseas, has been managing the business.

## TORONTO FUNERAL DIRECTOR'S WILL

Arthur Edward Ingram and Mrs. Florence McCron, son and daughter, share equally in the $34,115.45 estate left by their father, Albert Joseph, a Toronto funeral director, who died on December 13th last. He left no will. The estate included interest in the Sterling Casket to the extent of $12,950, and victory bonds valued at $5,350. The will of his wife, Ruth Ingram, who died on September 6, 1917, was also filed. Mrs. Ingram left an estate of $4,195.00. Her will made in September, 1917, directed that real estate should go to the daughter upon her husband's death and that her daughter receive the piano, music cabinet and her jewelry. The remainder of the estate goes in equal shares to the daughter and son, Arthur

## NOTES FROM HALIFAX

I. B. Lohnes a member of the Nova Scotia F.D.A., was elected councillor for Windsor, County Hants, N.S., by a decided majority at the recent municipal elections there. Brother Lohnes is one of our promising young F.D.'s and is well known and well liked, wherever known. We hope this is but a beginning of honors for him.

Our old General, John Snow, is making rapid strides towards convalescence after his serious accident of Dec. 19th. His physician expects to have him sitting up and about shortly, if all goes well.

A funeral service was held recently in Snow & Co's parlors for the late Dr. Frank Woodbury, D.D.S., L.L.D. There were over a hundred floral designs sent by friends. The body was sent to Middleton, N.S., for interment.

## ONTARIO EXAMINATION RESULTS

The Board of Examiners, under the Ontario Embalmers' and Undertakers Act, conducted an examination for those wishing to qualify as embalmers, on February 8th an 9th, at the University Buildings, Toronto. Thirty-five candidates were present for examination, eighteen of whom were successful (two obtaining honors) and seventeen failed to pass.

The names of the successful candidates, in order of merit, are as follows:

Honors—Arthur W. Vandrick, Toronto; Orwell B. Walton, Toronto.

Passed—Henry Kroff, Waterloo; W. Leslie Brown, Elmvale; Adam Wallace, Comber; Stanley C. Catt, Arkona; Peter F. Delemere, Colgan; Geo. F. Chappell, Hamilton; Herman Thompson, Thornton; A. H. W. Phillips, London; Dyzart Robb, Sarnia; Geo. W Stitt, Toronto; Wm. Hodgson, Brampton; Newton White, Stirling; Gordon A. Brown, Hamilton; Geo. E. Tate, Hamilton; W. O. Ball, Ayr; James H. Sutton, Amherstburg.

# CAN EMBALMING BE SAVED? IS EMBALMING WORTH SAVING?

Written for Canadian Furniture World and The Undertaker
By PROF. H. S. ECKELS

THE benefits we derive from any scientific process are gauged by three things—the sincerity with which we investigate, the intelligence with which we absorb and the diligence with which we apply the results of our conclusions.

Since the great majority of men are sincere and earnest in their desire for the betterment of their own work and consequently their ocupations or professions, it therefore is obvious that to point out the true road and lay bare the pitfalls in the false path is all that is necessary for most men.

Why should there be any hesitation about the universal practice of good embalming?

There is nothing mysterious and nothing particularly difficult about it if we cultivate a dispositon to assume that our embalmng is wrong until it proves itself to be right. The usual course is, having injected what seems to us to be sufficient quantity of fluid, we assume it to be right until it proves to be wrong. Then if any complications occur we fall back on the old standard excuse that the fluid was bad.

Far better assume that our embalming is wrong until we ourselves are sure that it is right—and then are sure that we *are* sure.

The proof is easy to obtain because there are four signs of embalming upon which we can rely. The injection of the fluid should not be stopped until—

Sign 1—The surface of the body becomes dry.

Sign 2—The flesh becomes firm.

Sign 3—A mottle caused by the fluid spreads over the body.

Sign 4—Fluid escapes with the blood through the draining tube.

Here are fundamental rules for procedure in embalming normal cases:

Insert the axillary draining tube in the axillary vein; allow blood to pass out until discolorations about the face, ears and neck disappear, until the color of the body is life-like and natural, injecting fluid through an artery, preferably the axillary.

It is a good plan to inject toward the hand enough fluid to cause the arm to become firm and dry and you see the four signs. Then inject the fluid through the same artery toward the trunk of the body not faster than a quart in ten minutes until the four signs appear there.

Shut off the flow from the draining tube when the first *three* signs appear over the body up to the neck and ears provided the color is normal. If the color is still too dark, allow blood to continue to pass out of the the draining tube until the extreme parts of the body are life-like in color. Then remove the draining tube and litigate the vein. Stop injecting fluid only when the *four* signs appear.

It is a wise precaution, wherever possible, to leave the arterial tube in the artery directed toward the body until you can examine the body, say, ten hours after the first injection. Remove the arterial tube directed toward the arm at the same time you remove the draining tube at the completion of the first injection, ligating the artery when you remove it.

If at the end of, let us say, ten hours, the body is dry all over the surface, a firmness of tissue is everywhere apparent, you will not need more fluid to preserve it for, say, one week.

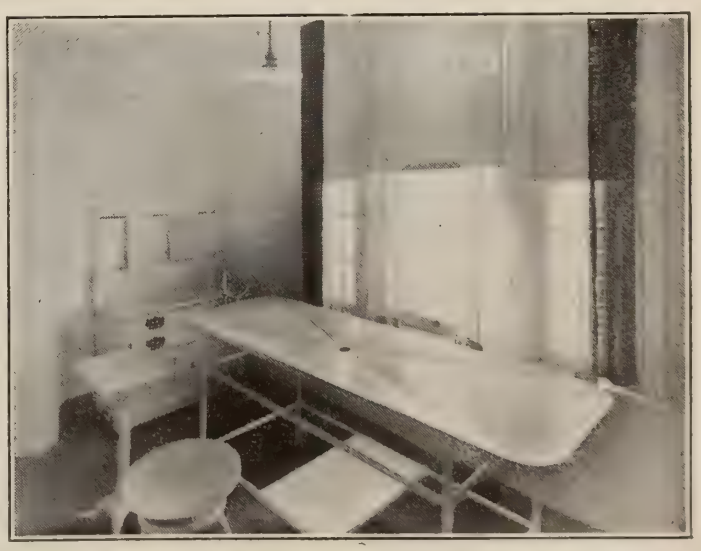
Should any parts of the body be soft and damp, showing that fluid had not circulated properly there, inject enough fluid to cause those parts to become firm and dry. When all parts of the body are firm and dry remove the arterial tube. Should you be called upon to hold the body longer than one week, I would advise a second injection of fluid at from ten to twenty hours after the first injection This I would do no matter what the condition of the body. This is also a good plan to follow in extremely hot weather. After the entire body is firm and dry, and not until then, use a hollow needle in the cavities if you feel that this is absolutely necessary, removing gases or any secretions from them and injecting them with fluid. Cavity injection is not found necessary, however, in most cases, where thorough arterial embalming has been done.

The amount of fluid needed to produce the four signs will vary from one quart to fifty pounds body weight to one quart to fifteen pounds of body weight.

Now, the method briefly outlined above is absolutely sufficient on all normal cases. Later in this series I hope to be permitted to call attention to some special contingencies which the embalmer occasionally is called upon to face, but unhesitatingly and unequivocally I assert that the above procedure will give absolute preservation and a better appearance to the body than it would be possible to secure by the vein injection method either simultaneously, alternately, perpendicularly or horizontally.

This is not theory; it is actual practice backed up by immutable facts.

*To be continued*



The operating room in A. L. Oatman's model "Funeral Home" at London, Ont.



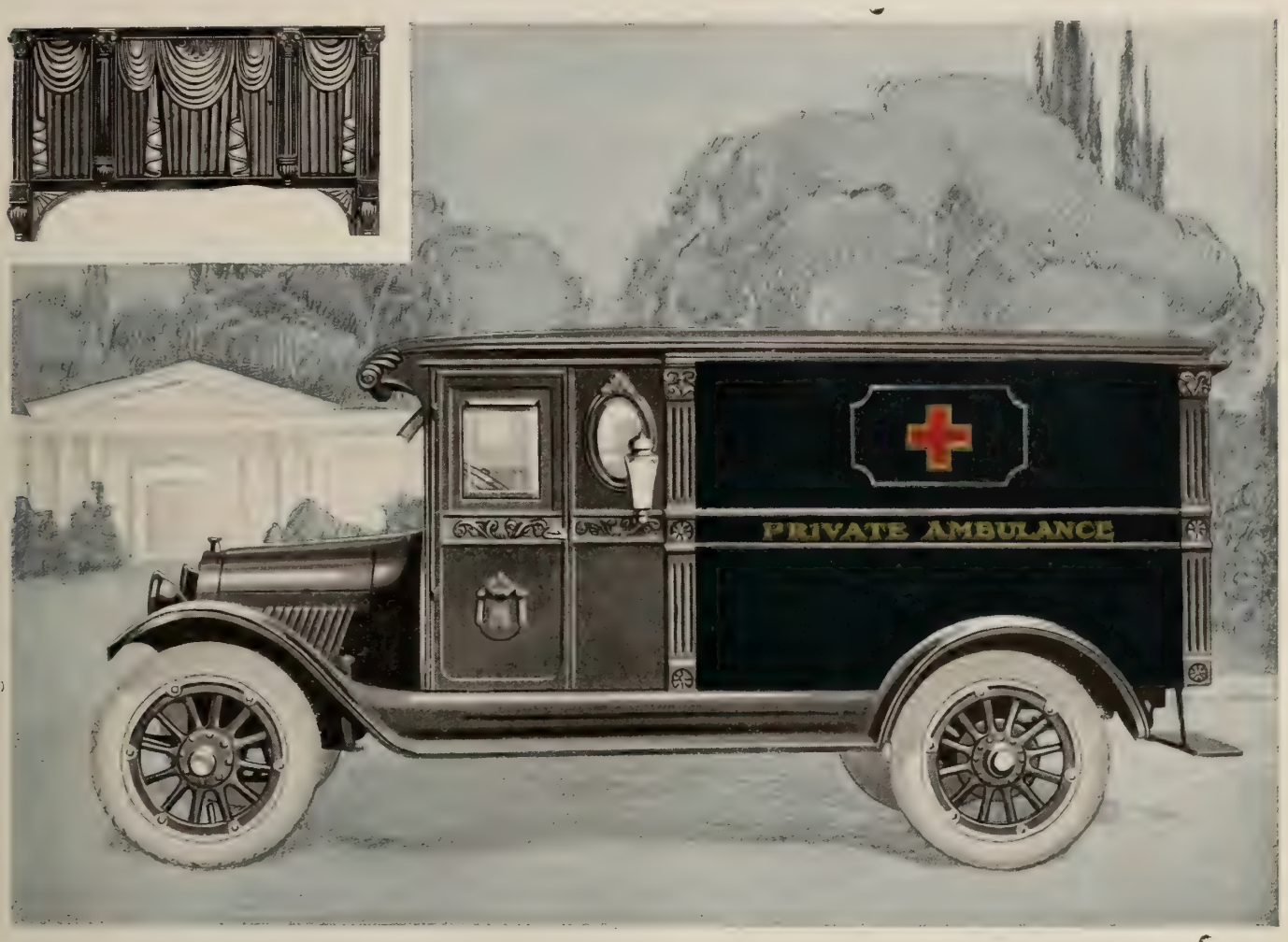

# Casket Van, Hearse and Ambulance

THE above illustration is an exact reproduction of our three-in-one Casket Van, Hearse and Ambulance. As in all the others the Casket Van is the same, nothing to be moved from the Casket Van to make the change for the ambulance. (Ambulance side is shown in the insert.) This outfit is the only complete combination made, in fact is the only combination worthy of the name.

***Workmanship and Materials of the Best.***
***Designs Fully Patented.***

## MITCHELL & COMPANY

INGERSOLL, ONTARIO




# The Only Combination Made

THE above illustration shows our combination with the ambulance sides in place. Hearse side reduced is shown in the insert. We not only give you ambulance sides but we supply light couch, also stretcher, folding seat inside, folding step at rear, movable sash in doors for air current. Also sliding sash back of driver's seat. To change from hearse to ambulance requires but five miuutes work.

***For Sale—Several Used Motor Hearses***
***All in Perfect Condition.***

## MITCHELL & COMPANY

INGERSOLL, ONTARIO

# PROFESSIONAL NOTES

G. B. Burney has succeeded G. B. Burney & Son at Ottawa.

L. J. D. Gauthier of Gauthier & Co., "plumbers and undertakers" at Cookshire, Que., is dead.

The Glass Casket Co., Ltd., has been registered at Montreal.

Over 43,000 bodies of United States soldiers killed in the world war have been returned to their homes on this side of the ocean, leaving 31,400 bodies still in France. Some of these will also be returned to the U. S. this year.

Prof. Chas. O. Dhonau, president of the Cincinnati College of Embalming, has accepted the invitation of the Michigan Funeral Directors and Embalmers Association to address that association during the convention to be held at Grand Rapids on June 7, 8, 9.

A welcome little guest arrived at T. H. McKillip's home at Brampton, Ont., on January 13, when Samuel William (Billie) McKillips made his first appearance. Harry says his new son weighed seven pounds, eight ounces at birth.

The Sherbrooke (Que.) Undertaking Parlors have been registered.

Ross J. Craig, Toronto, has been elected a member of the executive of the Parkdale Business Men's Association.

Mr. Geo. L. Phillips of Sarnia, Ont., was married on Jan. 14 at Detroit to Mrs. Mina Reese Johnson.

W. G. Evel, Hamilton, paid a business trip to Montreal last week.

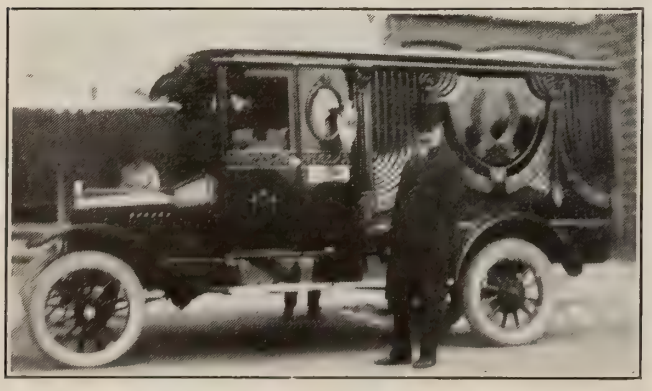
Cousins & Burlingham, Wallaceburg, Ont., have added a seven-passenger Reo car to their already up-to-date funeral equipment.

Prompt action on the part of the Weston Ont., fire brigade recently saved the house of A. L. Barlett funeral director from destruction. The blaze started from an overheated chimney. The damage was small.

J. Kalbfleisch, Tavistock, Ont., has sold his business to Zeller & Heinback. Mr. Heinback was formerly with Greenwood & Vivian, Stratford.

The six-year-old daughter of Harry Ostrander, embalmer of Tillsonburg, Ont., was severely burned and died from her injuries a few days ago. The sympathy of all friends is extended to the father and mother.

The Ontario Casket & Supply Co., Toronto, has been registered by J. M. Arnold and W. J. Hubein, 331 Symington Avenue.



Jos. Senn of Hagersville, Ont., and his new motor hearse.

## ONTARIO FUNERAL SERVICE INCORPORATED

Public notice is given that, under the Ontario Companies Act, letters patent, have been issued by the Secretary of the Province under seal of office, bearing date the 8th day of February, 1922, constituting William Albert Britton, of the Town of Listowel; Arthur Arnold Jackson, of the City of Sudbury; Frederick William Matthews and Nelson Berrill Cobbledick, directors of funeral service, and Walter Stanley Hulbig, secretary, all of the City of Toronto, and Frank Frederick Morris, of the Town of Bowmanville, and others who have become subscribers to the memorandum of agreement of the corporation, and persons who thereafter become members thereof, a corporation without share capital under the name of Ontario Funeral Service Association for the following purpose and objects, that is to say: (a)To encourage and promote the best interests of the profession of funeral service directing in its various branches and to put into effect benefits which will accrue to the advantage of the association and its individual members; (b) To develop and maintain in a high standard of efficient service among and by the members of the Association, in the interests of public welfare, and to keep the reputation of the profession untarnished and to elevate public opinion of the profession generally; (c) To encourage the exchange of constructive ideas among members of the Association and to receive research reports for the advancement of the profession; (d)To adopt such means of placing the Association and its objects before the public as may seem expedient, and to advertise in the press, by circulars, by publication of books and periodicals and otherwise; (e) To discourage all misleading and objectionable advertising and publications relating to the profession; (f)To prepare data with a view to making the members thoroughly conversant with the best means of combating epidemic periods, for the purpose of rendering uniform service at such times in the best interest of public welfare, and to maintain a closer co-operation with the health authorities; (g) To protect the members of the Association against unprofessional methods in the profession and to secure freedom from unjust and unlawful exactions; (h)To settle disputes among the members of the Association by arbitration and otherwire, and to promote a more enlarged and friendly intercourse among them; (i) To purchase, take on lease or in exchange, hire or otherwise acquire any personal property and any rights or privileges which the Association may think necessary or convenient for its purposes; (j)To organize, form and establish local branches or sections of the Association among its members, and to do all acts and things necessary for that purpose, such local branches or sections to be responsible at all times to conform in all respects to the Association and its by-laws and regulations; and provided that in the formation of such local branches or sections, their constitutions, by-laws and regulations shall be subject to the sanction and approval of the executive of the Association; and (k) To do such other things as are incidental or conductive to the attainment of the above objects; with its Head Office at the said City of Toronto; and its First Directors being William Albert Britton, Arthur Arnold Jackson, Frederick William Matthews, Nelson Berril Cobbledick, Frank Frederick Morris and Walter Stanley Hulbig, hereinbefore mentioned.

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Stop talking about the storm. Discuss the fine weather and "good times" to follow and thus help to bring back the confidence needed to restore business activity.

DEATHS IN THE PROFESSION IN 1921

EMBALMERS

| | |
|---|---|
| J. A. Campbell | Dutton |
| J. C. Grobb | St Catharines |
| E. J. Hughes | Carp |
| A. J. Ingram | Toronto |
| James J. Jackson | Arkona |
| Colin MacKay | Caraleton Place |
| R. J. Porte | Picton |
| G. M. Peebles | Colborne |
| Thomas Ronan | Kingston |
| John Rosar | Toronto |
| J. H. Swarts | Princeton |
| A. H. Swarts | Brockville |
| G. W. Thompson | Perth |

FUNERAL DIRECTORS

| | |
|---|---|
| P. A. Barr | Gooderham |
| M. J. Duignan | Guelph |
| Hugh McLean | Maxville |
| H. Windsor | Brigden |

## EPITAPHS IN TORONTO CEMETERIES

By a Funeral Director

One need seek no further than this city for some of the finest gems of gravestone epitaphs. A stonecutter once in making a design of an upright lifted hand over the simple phrase, "Gone Home," made a mistake and carved the hand pointing downward. This tombstone stands to this day in one of the largest graveyards, and is probably unnoticed by more than one out of every hundred passersby.

Nobody needs to be told the nationality of the man who carved this one, also to be seen in the same cemetery as the before-mentioned:

"Here lies the body of Timothy Breen
Lost at sea in the steamship 'Queen.'"

(After all, absent treatment is better than none.) One of the briefest tributes may be found in this terse but all-sufficient phrase:

"Jones' bones."

And over in a lonely corner under a weeping willow in a suburban graveyard you may come upon this one:

"What is home without a mother?
—Peace, Perfect Peace."

Some years ago when stonecutting was comparatively cheap and you could have a whole hymn carved on a monument for what it now costs to carve the word "Requiescat," a family of loving grandchildren put up a handsome stone in memory of their grandmother. It said:

"Dearest Grandma, how we miss her,
Miss her, how, we cannot tell;
Yet we trust some day to meet her—
Yes, we'll all meet her in heaven."

You see, they'd completely ruined the rhyme, but look what they pulled Grandma out of! Got her a transfer just in time.

## BEES FIRST EMBALMERS

Few people are aware of the fact that bees were the originators of embalming. It happens sometimes that a stranger enters their hive, and often the enemy is too large or heavy to be cast out.

A slug, for instance might make its way into the bee-hive. The bees pounce upon the unwanted intruder and proceed to sting him to death, says Pearson's Weekly.

The problem now presents itself to the intelligent bees as to the best method of ridding the hive of the slug's carcass. They evidently are aware that if left, the hive would become infected by the presence of a dead body, so the embalming process is commenced.

This is done by encasing the remains of the slug in propolis, a substance specially collected by the bees from the opening buds of poplar and other trees. The propolis thus prevents the slug's body decaying.

But if a snail sneaks into the hive, the process is even simpler. As soon as the snail receives a sting he retires into his shell. Then the artful bees just wall him in with propolis, and without troubling to shift the shell, securely cement it to the floor of the hive. The tomb of the snail thus becomes part and parcel of the hive.

## MITCHELL-GREER CASE APPEALED

Mr. O. J. Mitchell, of Mitchell & Co., Ingersoll, Ont., is appealing his case against Greer & Son from the decision of the trial judge in London. Mr. Mitchell was suing the Greer firm for infringement, and in place of the finding being along this line the argument shifted to the question of whether or not the Mitchell firm had a patent. For this reason the case goes on appeal to a higher court, where Mitchell & Co. will press the case on the line of infringement.

## AS TOLD IN KITCHENER

"What is the difference," asked Bob Flint of Doc. Ferguson, "between a passenger in a street car who has been put off at the wrong crossing and a single bed in a crowded hotel occupied by a man yelling for a pitcher of ice water?"

"The one," answered Doc., "is hot under the collar, and the others is a cot under the holler."


**The Supreme Achievement in Embalming Fluid**

The next time you want Embalming Fluid, do not merely mention "Fluid," but insist on "CaranaC."

**CaranaC Embalming Fluid**

is a specially compounded chemical which will not alter in strength, and a fluid you can depend upon.

*We Ship Promptly*

**CaranaC Laboratory**

*"The All-Canadian House"*

**Peterborough - Ontario - Canada**

## HUMIDITY AID DECOMPOSITION

*By Prof. C. O. Dhonau*

When the air is damp and contains an excess of moisture and this condition prevails generally where there are large water surfaces from which to evaporate moisture, bodies decompose more rapidly than in dry climates. Bacteria must have moisture as well as proper temperature for their growth. In all human bodies there is a certain amount of moisture. This moisture content varies with the different bodies. No two bodies will have exactly the same amount of moisture in them. I just want to recall to your mind now, the last dropsical case you had. Dropsical cases are considered troublesome by all embalmers for several reasons. That the body is wet or moist to an excess is one reason. That condition not only gives bacteria a better opportunity to grow, but it dilutes the fluid the embalmer is using and takes away some of its power to force the bacteria to stop its work of digesting the body tissues. The average embalming fluid acts upon bateria just as it acts upon the cells of which the body is composed. Bacteria are cells. The embalming fluid unites with all cells to produce new compounds from them which are both odorless and sterile. Using an embalming fluid then is using something that changes the condition of both the body cells and the bacterial cells which are digesting the tissues. Both varieties of cells are changed and killed and preserved. If there is so much moisture present that the action of the fluid is reduced by dilution with this moisture we can neither kill the bacteria of decay nor preserve the cells of which the tissue is composed. This is what is represented by the inability of the embalmer to do satisfactory work on dropsical cases. The wiser embalmer strengthens his fluid for the dropsical case so that it can stand a greater dilution and still retain its germicidal properties.

## INSTRUCTIONS TO DRIVERS

1. Be on time.
2. Do not race engines, sound horn, or make any more noise than possible outside of house, church or cemetery.
3. Always raise or lower small seats as needed when loading or unloading car. Also fasten and unfasten curtains as needed.
4. Distance between cars,, forty feet. Always keep your car directly in line with car in front.
5. Rate of speed. Twelve to fifteen miles per hour returning from cemetery. Do not pass other cars returning from the cemetery.
6. In case of any trouble, tire, etc., sound horn and pull out to the right.
7. Always assist any driver having trouble.
8. After unloading at cemetery, pull out of line, and return in same position for loading.
9. Remove your hat while casket is being carried to and from house or church.
10. Do not go away while service is going on in church.
11. Positively no smoking or loud talking.
12. Be courteous, and respectful.

Name..... .....

Address..... .....

Time..... .....

Your position in funeral.... .....

Route to take..... .....

J. G. HENRY, LIMITED
THE FUNERAL HOME

Useful and necessary card of instructions which a Sudbury, Ont., firm issues to all chauffeurs assisting at their funerals.

### NEWSPAPER OF CHEER

The Champion Chemical Co. are publishing a little monthly paper—*The Champion Cheer*—for circulation among their sales and office staffs. The *Cheer* is issued with the idea in mind of promoting a spirit of better co-operation, and this it does to the King's taste. The first issue contains a photo of and reference to the late president, Mr. Scipio Eugene Baker. Several of the office staff contribute articles reminiscent, helpful and critically constructive. The editor rounds out the pages with some bright and witty quips at men and things about the Champion Chemical Co.'s headquarters.

## FUNERAL PARTY

KEEP THIS BAGGAGE WITH CASKET

Accompanying the body of..... ..... .....
Destination..... ..... ..... ..... .....
Via.....No. of Corpse Check.....

Any Courtesies shown in handling and transfering of this Baggage, that it may reach destination and be delivered to claimant without delay or inconvenience, will be appreciated.

Very respectfully,
J. G. HENRY, LIMITED

The Funeral Home. Sudbury, Ont.

Card attached to all pieces of baggage checked on out-of-town funerals.

### TOO SLOW

A negro lad had been brought into a Virginia police court for the fith time charged with stealing chickens. The Magistrate determined to appeal to the boy's father.

"See here," said his Honor, "this boy of yours has been in this court so many times charged with chicken-stealing that I am quite tired of seeing him here."

"I don't blame you, jedge." said the parent, "an' I's tired of seein' him here as you is."

"Then, why don't you teach him how to act? Show him the right way and he won't be coming here."

'I has showed him de right way," said the father, "but he jest don't seem to have no talent for learning how, jedge; he always gets caught."

### THE CATACOMBS OF PARIS

Unique among historical show-places in the world and famed for centuries on both continents, the catacombs of Paris, France, were recently reopened to visitors, having been closed six years on account of the war.

On one of the tombstones in an old New England cemetery appears the following inscription:

Here Lies Jonathan Steele—Good and
Upright Citizen
Weighed 250 pounds
Open Wide Ye Golden Gates.




**ONTARIO**

**Aylmer—**
Pierce & Co.

**Barrie, Ont.—**
W. D. Minnikin.
Phone No. 431.

**Bobcaygeon—**
Byng, G. C.

**Bowmanville, Ont.—**
Morris & Son, L. 'Phone 10.
Williams & Cann.

**Brantford—**
Thorpe Bros.
Funeral Directors.
Successors to H. S. Peirce.
Both phones, 200.

**Chatham—**
A. L. Jahnke.

**Dungannon —**
Sproul, William

**Elmira—**
Chris. Dreisinger.

**Fergus—**
Geo. B. Thomson. Office phone, 194. Residence phone 209.

**Hamilton—**
Blachford & Sons.
57 King Street West
Dodsworth, A. H.
59 King St. W.
Robinson, J. H. & Co.,
19-21 John St. N.

**Ingersoll—**
McIntyres.
F. W. Keeler, proprietor

**Kingston—**
Reid, Jas., 254 Princess St.

**London—**
Ferguson's Sons, John
174 to 180 King St.

**Midland—**
A. Barrie.

**Mount Forest—**
Walsh & Weston.

**North Bay—**
F. J. Martyn.
Wagar Furniture Co. Ltd.

**Orillia—**
Mundell, J. A. Phone 126
150 Mississaga St

**Ottawa—**
Geo. B. Burney, formerly of Rogers & Burney, 338 Somerset St., Phone, Queen 81.
Geo. B. Burney, H. B. Burney.

**Oshawa—**
Luke Burial Co.
D. W. Dalton, Motor Equipment.
Disney Undertaking Co.

**Owen Sound**
Chas. H. Fulton.
Phone No. 118.
R. A. Breckenridge.

**Paris—**
H Hudson & Son

**Schomberg—**
F. Skinner.

**St. Catharines—**
Grobb Bros.
144-146 St. Paul St.

**Picton—**
Hicks & Irvine, Funeral Directors; Motor Ambulance; phone 125, 200W and 200J.

**St. Thomas—**
William, P. R., & Sons, 519 Talbot St.
P. R. Williams & Sons.

**Stratford—**
Greenwood & Vivian, Ltd.
88-92 Ontario St.
White & Co., 80 Ontario St.
Downs & Fleming.

**Toronto—**
Cobbledick, N. B.
1508 Danforth Ave., and 2068 Queen St. E.
Auto equipment for all branches of service.
Phone Beach 73.
W. N. Knechtel,
1202 Yonge St.
Motor equipment for all branches of service.
Motor ambulance.
Phone North 4400.
The Fleury Burial Co.
685 Queen St. E.
Washington & Johnston,
707 Queen St. E.
Corner of Broadview.

**Walkerville—**
A. Norris & Son.

**Welland—**
J. J. Patterson & Sons.
Sutherland, G. W.

**Whitby—**
Nicholson & Seldon.

**Windsor—**
A. Norris & Son.
J. A. Oates.

**Woodstock—**
Paul Bedford.

**MANITOBA**

**Brandon—**
Campbell & Campbell.

**Dauphin—**
Farrell, A. F.

**Winnipeg—**
Thompson Co., J., 501 Main

**SASKATCHEWAN**

**Moose Jaw—**
Broadfoot Bros.

**ALBERTA**

**Banff—**
Jas. A. Reid
346 Otter Street.
P.O. Box 53. Phone 99.

**QUEBEC**

**Montreal—**
Geo. Vaudelac, 1329-1332 Rue Cadieux and 68-70 Rue Rachel. Phone. St. Louis 1203.
Tees & Co.,
912 St. Catherine St. W.

**NEW BRUNSWICK**

**Moncton—**
Tuttle Bros.,
171 Lutz St.

**St. John**
P. J. Fitzpatrick,
98 Waterloo St.


# *The Canadian Dollar Is Worth 100 Cents*

At the Canadian establishment of H. S. Eckels & Co. (Robert S. Flint, Manager, Toronto, Ont.), because your cheques are deposited in a Canadian bank at full face value. That is why, despite the temporary unfavorable exchange situation with the United States, we are enabled to make you a very considerable saving.

The Eckels embalming fluids are prepared in Canada from materials compounded by H. S. Eckels, according to formulae known to him alone.

## H. S. ECKELS & CO'S CANADIAN LABORATORIES

**Robert S. Flint, Manager, 142 Quebec Ave., Toronto, Ont.**

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Want Ads . . . . . 64


# FOR SALE—WANTED

**50 cents per insertion up to twenty-five words. Each additional word two cents. If box is required 5 cents extra to cover postage**

FURNITURE TRAVELLER WANTED

A live wire to cover Northern and Eastern Ontario for one of the largest furniture factories in Canada; previous experience on the road not necessary. Apply to Box 144 Canadian Furniture World, 51 Wellington St. W., Toronto. 3-22-1

FURNITURE FACTORY FOR SALE

A furniture factory in a live Western Ontario town is offered for sale. From 50,000 to 60,000 square feet floor space, railway siding, dry kiln, equipped with modern woodworking machinery. $32,000 will take this factory complete or we will sell without the machinery. For particulars apply to Box 145, Canadian Furniture World, 51 Wellington St., W., Toronto. 3-22-1

FURNITURE TRAVELLER WANTED

Advertiser requires an experienced traveller for Western Ontario. Good line of upholstered furniture—medium priced. Apply to Box 146, Canadian Furniture World. 51 Wellington St., W., Toronto. 3-22-1

WANTED—A position as embalmer. I am 28 years of age; have Ontario license; can give good service. Will go anywhere to fill embalmer's position. Box 143 Canadian Furniture World, 51 Wellington W., Toronto. 3-22-1

Traveller carrying one of the best selling lines of medium-priced oak buffets and cabinets on the market, requires a good line of tables and chairs for Toronto and Hamilton, on commission. W. H. Taylor, 1 McFarland Ave., Toronto. 3-22-1

POSITION WANTED—Qualified embalmer and undertaker; good experience; best references. Also experienced in furniture. Can drive motor. Box 147. Canadian Furniture World, 51 Wellington W., Toronto.

FOR SALE—Good Motor Casket Wagon, used also for Hearse, six cylinder, fine for town or small city, can guarantee it. Price $900. Box 148. Canadian Furniture World & Undertaker, 51 Wellington West, Toronto.

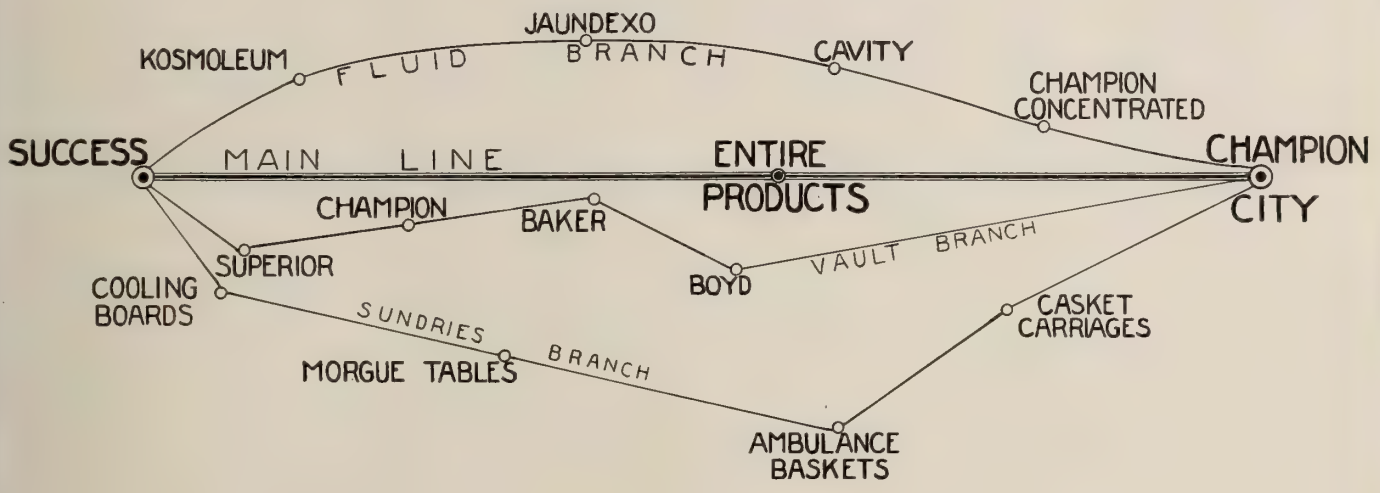

# Furniture World
# Want Ads
## Bring Good Returns

**2 Cents Per Word**
**Per Insertion**

**Minimum 50 Cents**

**The Canadian**
# Furniture World
**51 Wellington St., West**
**TORONTO**

# ACCIDENTS ??




Fewer accidents on the "Champion Line" than any other line.

We do not claim never to have any—that would be superhuman. But we do claim to take every precaution possible to avoid accidents, not only for our own sake, but because they mean inconvenience to our customers.

**Our customers are our first consideration.**

***Take the Champion Line to Success!***

## CHAMPION CHEMICAL CO.

**Dr. G. W. Ferguson, Canadian Manager, 28 Leuty Ave., Kew Beach, TORONTO**

**Canadian Manufacturing Plant, WINDSOR**



# How about Springs?

Yes how about Bed Springs? At this time of the year the house wife makes a thorough cleaning of the home. She wants to replace a rug here a table there with some new article of furniture. She comes to you for these. While going over the bed rooms she perhaps noticed one or two of the bed springs showing signs of wear. When she comes into your store it is fresh in her memory. Here is your opportunity.

Our new Bed Spring has all the features that appeal to the house wife. It is built for her. It is strong and at the same time light, making it easy to handle. It is easy to clean and therefore sanitary, a big feature to her. It is noiseless and won't sway. It is guaranteed for 25 years.

Your customer will be satisfied, and you know what that means, she is coming back to your store for more goods. In other words advertise your business by the products you sell.

Get your order in now for this "Spring" business. The public are buying, but buying carefully. The product that gives the most value for the money is the one that is going to sell. Our Bed Spring is just that.

**Have you sent in your suggestion of a name for our new Spring? The contest is open till March 25th. The prizes are — first $50.00, second $25.00, third $15.00, fourth $10.00.**
**Open to Furniture Dealers and their employees.**

## LEGGETT & PLATT SPRING BED CO.

WINDSOR - ONTARIO

Vol. XII, No. 4.

Published by The Commercial Press, Limited
51 Wellington West, Toronto

APRIL, 1922

# The Canadian FURNITURE WORLD

## AND THE UNDERTAKER

### *In This Issue*

FROM THIRTEEN-FOOT STORE IN 1866 TO FOUR ACRES' FLOOR SPACE IN 1922

FURNITURE FASHIONS WEEK AT WINDSOR INAUGERATED BY HOME FURNISHINGS BUREAU

MAKE YOUR WINDOW DISPLAY PULL TRADE

GOOD SALESMEN BUILD BUSINESS FOR THE DEALER

ARE ELECTRICAL GOODS WORTH WHILE IN THE FURNITURE STORE?

*Toronto, April, 1922*

Sterling

Furniture

*Our aim is to make goods up to the standard our trade-mark implies—"Sterling" in every respect.*



# A Particularly Handsome Suite

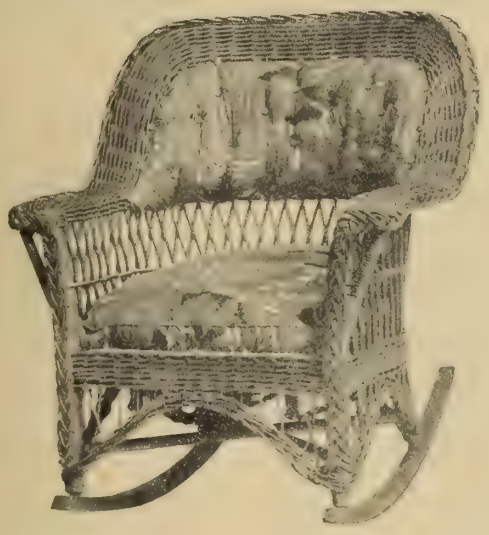
This attractive suite is one that meets your customers desires regarding upholstered furniture. Its charm—the result of "Sterling" characteristics—adds an enthusiasm to buying that lightens your sales work. Construction, design and quality of material are of the high standard found in all "Sterling" productions. This quality line of upholstered furniture brings unusually good results to progressive dealers. Remember the name "STERLING" and what it means.

**W. J. ARMSTRONG, LIMITED - GUELPH, ONTARIO**



STRATFORD FURNITURE

# Reed Furniture



## Always has a Market

There is need for genuine Reed Furniture, and you can sell it right in your vicinity. With the coming of warmer weather the demand for this class of furniture increases, and Genuine Reed, not imitation, is what you should supply.

As with many other lines, furniture is being bought more with an eye to real value than heretofore, and Imperial Rattan Furniture gives excellent results under this test.

THE IMPERIAL RATTAN COMPANY, LIMITED
STRATFORD - ONTARIO

# Good Summer Sellers



At this season of the year these park seats always mean more business to live dealers. A little work in the right direction brings results. Country clubs, Bowling clubs, Golf clubs and the Park Boards in your district are all buyers of this line. Why not get after this business—it's worth while.




The Sammie Car is a real summer seller—a line that can't help moving rapidly. The Kiddies all want Sammie Cars, and every dealer should handle them. Though not an expensive article in itself, think of the business it brings to your store. Before the season is much older order your supply of Sammie Cars.

THE STRATFORD MANUFACTURING CO., LIMITED
STRATFORD - ONTARIO

STRATFORD FURNITURE



No. 5199A

# Walnut Dining

The general appearance of a suite is what first attracts attention, before price is mentioned. This shows that your customers' taste plays an important part in the buying of furniture, and price becomes a secondary consideration. But when appearance, quality and price are equally attractive to your customer, as with McLagan Furniture, you have indeed a line that will bring business and profit to you.

MEMBER HOME FURNISHINGS BUREAU, INC. 1921
BETTER FURNISHED HOMES
MEAN GREATER HAPPINESS
TRADE MARK REGISTERED

## The McLagan Fu

**Stratford**



No. 5194



No. 5197

STRATFORD FURNITURE

# Room Suite

This Walnut Dining Room Suite possesses all the excellent qualities that have made the reputation of McLagan Furniture. The distinctive workmanship of McLagan craftsmen has endowed this suite with characteristics that attract and please. Make it one of your chief features for spring and summer. It will prove to you the value of McLagan creations as business builders.



No. 5199

***Write us for further particulars and prices.***

STRATFORD McLAGAN CANADA SHOP MARK

niture Co., Limited

Ontario



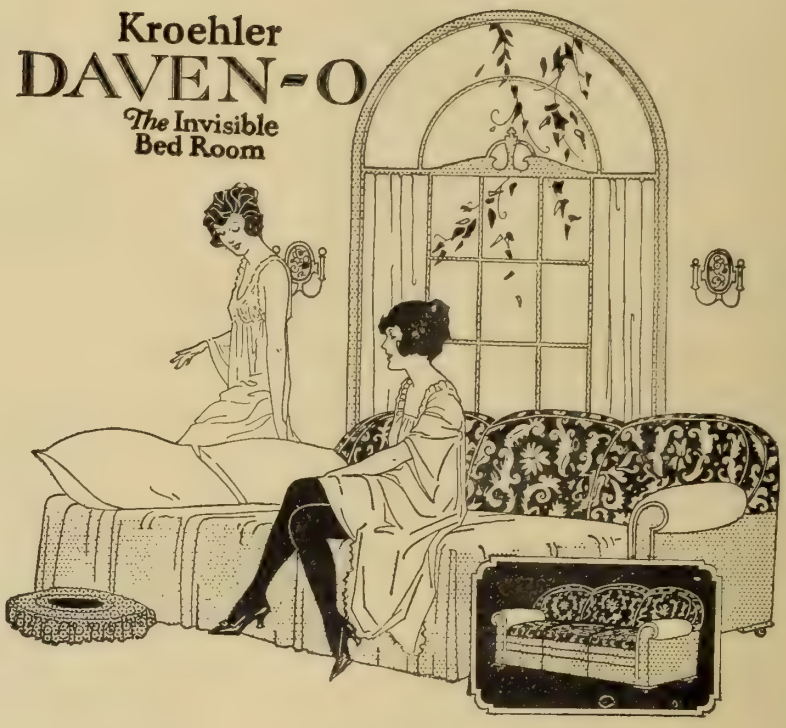
No. 5198



No. 5192

STRATFORD FURNITURE

# An Exceptiona




Kroehler Bed Davenports are undoubtedly the leaders in their line in Canada and have no superior in America. Inferior Davenports often sell at a price that will buy a Kroehler production, so why not give your customers the best: they are entitled to it. Especially with this national advertising at the back of Kroehler Bed Davenports you cannot afford to pass over this profit-making line.

## The Kindel Bed Co., Limited

**Stratford - - Ontario**

STRATFORD  FURNITURE

# Opportunity
## *for Better Business*

It is seldom that such an opportunity as this comes to furniture men — a real opportunity for better business. Throughout Canada thousands of prospective furniture buyers will see this Bed Davenport advertising in the following magazines:—

***Saturday Evening Post***
***Delineator***
***American Magazine***
***Ladies Home Journal***
***House and Garden***
***House Beautiful***
***MacLean's Magazine***

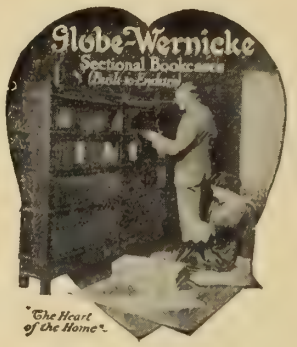
This campaign is being fostered by the most prominent manufacturers of Davenports, and it will give an impetus to Davenport sales that every dealer should make the most of. Every assistance, by means of sales helps, etc., will be given to dealers. Let the Kroehler Bed Davenport lead your sales this year.

## The Kindel Bed Co., Limited

**Stratford - - Ontario**

STRATFORD FURNITURE

# Increase Your Spring Sales Wit






Art Mission



Standard



Double Colonial

## Spring Time

*The Best Time To Push Your Bookcase Sales*

At house-cleaning time the good housewife gathers together the books that have accumulated during the winter. Almost invariably she finds that her bookcase will not accommodate them all. If she has a stack of Globe-Wernicke Sectional Bookcases she will naturally add a section or two. The housewife who has not a Globe-Wernicke in her home is a good live prospect for the Globe-Wernicke dealer.

**Make This A Globe-Wernicke Year**

To let the spring house-cleaning season pass without having a Globe-Wernicke display is to pass up a golden opportunity because each Globe-Wernicke sale means repeat sales later.

## The Globe-Wernicke Co. Ltd.

STRATFORD - ONTARIO

STRATFORD FURNITURE

# Globe-Wernicke Sectional Bookcases



THIS IS THE NEW UNIVERSAL STYLE

*Made in*
**Quartered Oak**
**Imitation Mahogany**
**Imitation Walnut**

We believe that the new Universal Sectional Bookcase is destined to be one of our most popular productions. Its up-to-date features and attractive appearance in general elicits the admiration of bookcase buyers. The absence of all exterior metal fittings, except the unbreakable door knob, is an improvement that is greatly appreciated. Sections can be placed side by side and fitted together with the greatest accuracy—the divisions being almost unnoticeable.

Create business by featuring this bookcase in your spring displays.

The Globe-Wernicke Co. Ltd.

STRATFORD - ONTARIO

STRATFORD FURNITURE



No. 686 Buffet

# Show Stratfor
# Thi

Goodwill may be known by different name but the fact remains that it is absolutel necessary to a successful business. In th furniture trade honest dealing and good serv ice must be backed by genuine values i furniture of unquestionable quality and attrac tive design. Furniture built by the Stratfor Chair Company has a reputation for buildin goodwill for the dealer, which means that i



No. 686 China Cabinet



No. 686 Arm Diner

## The Stratford Chair Company

Stratford - Ontario

STRATFORD FURNITURE

# Chair Furniture Spring

quality, value and design it is correct, and answers the demand of the buying public. The greatest purchasers of Stratford Chair Furniture are people of moderate means, who demand real value as well as dependability. Dealers who handle this line can satisfy the greatest percentage of their prospective customers.

Illustrations are from our No. 686 Suite in Plain Oak.



No. 686 Buffet

MEMBER HOME FURNISHINGS BUREAU, INC. 1921
BETTER FURNISHED HOMES MEAN GREATER HAPPINESS
TRADE MARK REGISTERED



No. 686 Diner



No. 686 Table

## The Stratford Chair Company

Stratford - Ontario




No. 115 One of Our Latest Designs

# Wood Finished Beds

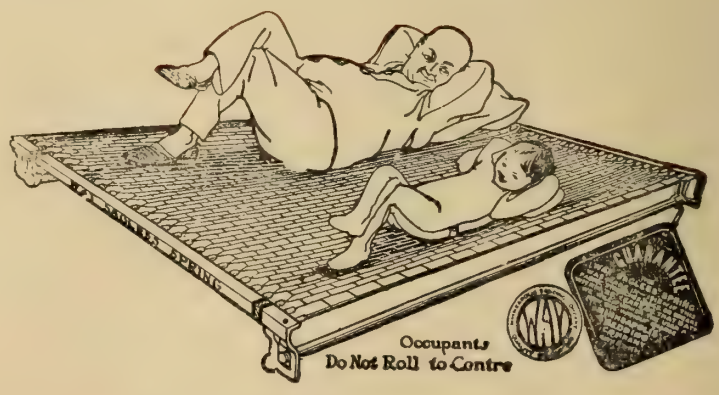
We have many new and attractive designs made in brass and steel in wood finishes, which you should be featuring. This line is a good seller and is steadily becoming more popular. The wide range of Mersereau beds offers an excellent selection from which to suit your special trade.

## THE WAY SAGLESS SPRING

Let us help you cash in on our advertising. Our extensive international advertising keeps people everywhere informed about Way Sagless Springs and their merits. Magazines and periodicals which we use tell the folks in your home town about them.

Help make the message complete by telling them your part occasionally in your publicity work.

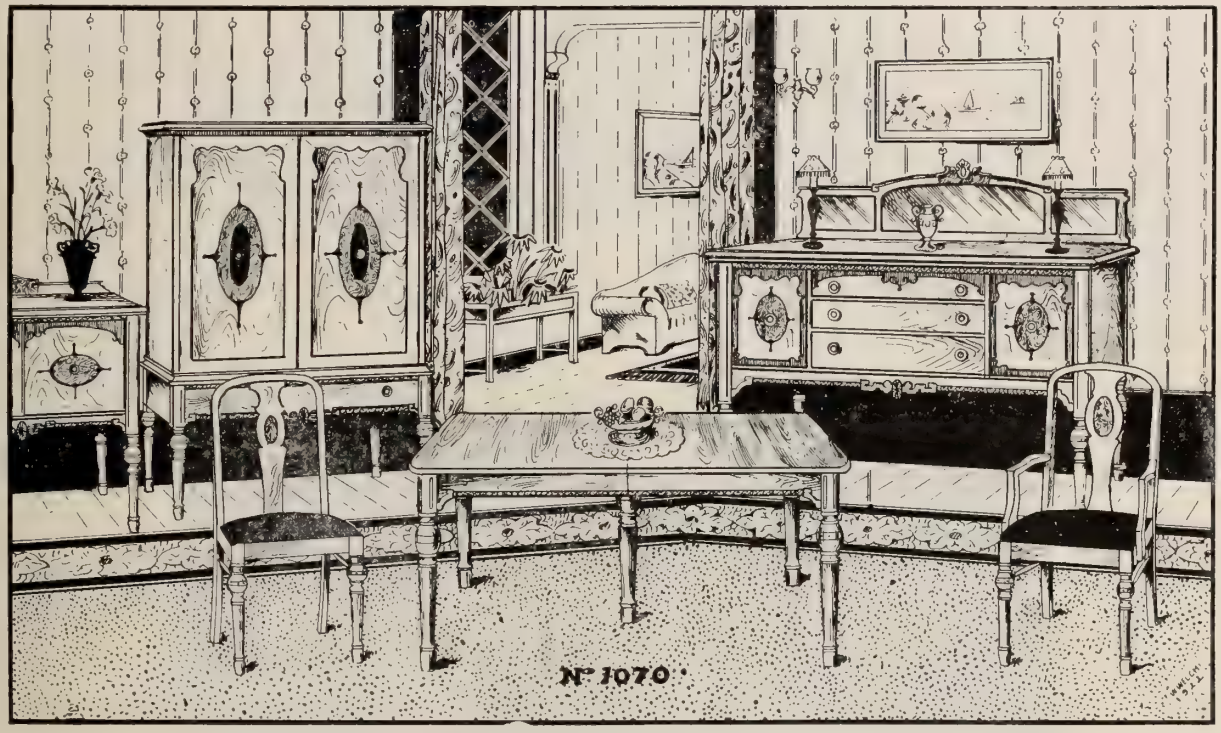
On your request we will furnish free any advertising electrotypes that you would need.




**The Canadian Mersereau Co., Limited**

81 Florence St., Toronto, Canada

# *Quick Turnover*




The same rule holds good with furniture as with many other products—that the line with the quick turnover is the money maker for the dealer.

The money you invest in furniture should pay dividends. The furniture should sell, not merely take up space in your showrooms. We like to think of your store not so much as a showroom but as a selling room. Strathroy furniture keeps on the move. It sells; it attracts attention, not only because its appearance is pleasing but because it has real quality.

We shall be pleased to give you further information regarding our full line; the line that sells.

MEMBER HOME FURNISHINGS BUREAU INC 1921
BETTER FURNISHED HOMES MEAN GREATER HAPPINESS

## STRATHROY FURNITURE COMPANY, LIMITED

STRATHROY - ONTARIO

# DOLL BUGGIES

## LLOYD LOOM PRODUCTS

OUR 1922 Doll Buggies are now ready. The line is larger than ever and will offer selling opportunities to all kinds of buyers. There will be a carriage for the person who considers price alone as well as the person who wants the very finest refinements.

Our line is being manufactured under the famous Lloyd patents. These patents cover inventions which have revolutionized the wicker weaving world. They enable us to decrease labor costs, produce the best merchandise and still sell at prices which cannot be reached by others. **That's the power of invention.**

We are also manufacturing the other **Lloyd Loom Products** such as Baby Carriages, Strollers, Sulkeys, and Wicker Furniture.



**Heywood-Wakefield Co. of Canada, Limited**

*Successors to* THE LLOYD MANUFACTURING COMPANY

**Orillia - Ontario**



# *Pride In The Home*

is the principle underlying the buying of furniture. It naturally follows that the dealer who can satisfy his customers' desires to the greatest extent will always make headway in his business.

Malcolm & Hill Furniture responds to the customers' idea of beauty and quality, and always finds a generous patronage.

The work of each department in our factory is so guided and directed that it is one harmonious effort to produce furniture of distinction, worthy of bearing the name Malcolm & Hill. A study of its various excellent qualities and genuine value is sufficient to convince any live dealer of its worth.

## MALCOLM & HILL

LIMITED

*Head Office*
KITCHENER

*Branch Factory*
LISTOWEL

MEMBER HOME FURNISHINGS BUREAU, INC. 1921
BETTER FURNISHED HOMES
MEAN GREATER HAPPINESS
TRADE MARK REGISTERED

# Royal Box Springs
# Kapok Mattresses
# Felt Mattresses
# Lambs Wool
# Comforters
# Pillows, Etc.

An opportunity for better business should not be passed over. Our line is a quality line; is attractive and decidedly saleable, with an acceptable profit for the dealer—so the longer you wait the more profit you lose.

**The Canadian Feather & Mattress Company, Limited**
TORONTO and OTTAWA


No. 389 Art Mirror

# OUR NEW CATALOGUE "L" READY APRIL 20th.

THE BEST IN

**FRAMED PICTURES,**
**FRAMED MIRRORS,**
**MOULDINGS, TRAYS,**
**FRAMER'S SUNDRIES.**

*Our mailing list is open for your name if a dealer.*
*Write for this fine new illustrated Catalogue.*

**PHILLIPS MANUFACTURING COMPANY, Limited**
258 to 326 Carlaw Ave., TORONTO, Ont.



No. 991 Buffet

# AUTHENTIC MEDIUM PRICED PERIOD FURNITURE

A good medium priced line is the greatest standby that any dealer can have. Upon it he depends for a rapid turnover, which means the bulk of his sales. Bell furniture is produced with the idea of supplying the needs of the average buyer in a manner that will create complete satisfaction, with regard to both price and quality.

Every dealer should consider the advantages of handling this line. It reaches prospects that otherwise might not be considered, and helps to speed up your trade. If you have not got one of our catalogs, one will be gladly sent on request.

THE BELL FURNITURE CO.
Limited
SOUTHAMPTON ONTARIO

# Art Furniture *and* Satisfaction

One of our strongest sales arguments is the continued satisfaction we have given to our patrons in the past, and this has been proved by the satisfaction that our patrons have given to their customers.

Our recent productions in dining room suites can be relied upon as much as our established line of bedroom suites, which has created a solid reputation for itself.

Through varying business conditions we have never lost sight of the fact that value is the thing that sooner or later completes a sale, and value must be shown before satisfaction is complete.

## ART FURNITURE COMPANY, LIMITED

**Kitchener - Ontario**



No. 116 Arm Chair

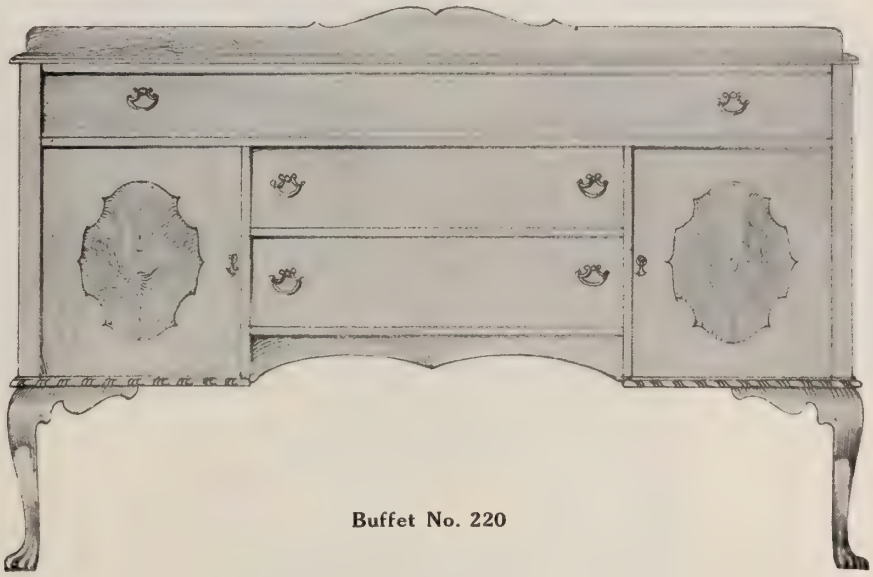
# BEAUTY AND QUALITY

First quality materials are used in the manufacture of Glady furniture, which is the real basis of upholstered furniture; the comfort, workmanship, and style take their places in the manufacturing process. The arm chair shown here is from an upholstered suite — No. 116 — which is very attractive in appearance and upholds the many excellent qualities of Glady Furniture. The very acceptable price at which it is offered places it in the front rank as a good seller.
Let us send you prices and further particulars regarding our productions.

## H. W. GLADY UPHOLSTERING COMPANY

CORNER UNION AND HERBERT STREETS. PHONE 400

WATERLOO - ONTARIO



Buffet No. 220

WHY should you not take advantage of the reputation that malcolm furniture has built for itself? That reputation can be directed on your business, and can also make a good account of itself on your books.

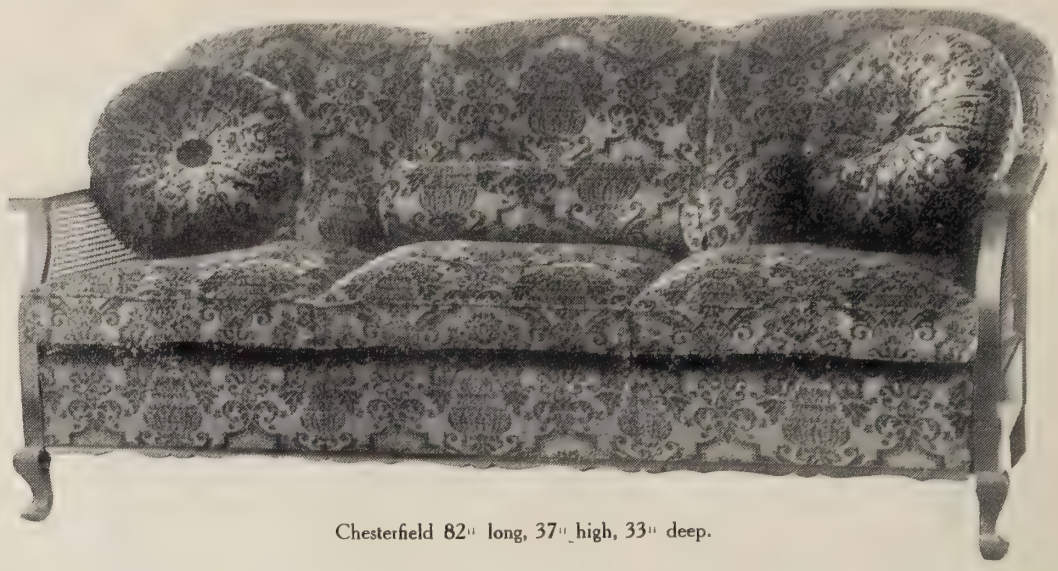
An examination by the customer of the productions themselves, combined with reputation as a selling point, is an almost irresistbile argument.

Even to the uninitiated there is an undeniable attraction about Malcolm productions, and while beauty of design and finish usually appeal first to a customer, the very desirable quality, dependability, is easily recognized. This is a line that will advertise your store.

MEMBER HOME FURNISHINGS BUREAU, INC. 1921
BETTER FURNISHED HOMES MEAN GREATER HAPPINESS.
TRADE MARK REGISTERED

*The*
# ANDREW MALCOLM FURNITURE CO.
LIMITED

KINCARDINE LISTOWEL

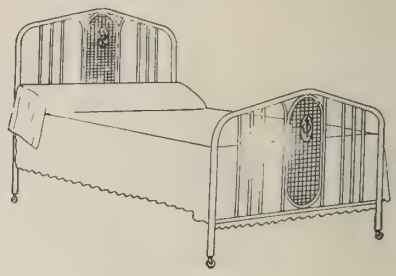


Chesterfield 82" long, 37" high, 33" deep.

The appreciation that is created through the sale of Specialty Upholstered Furniture brings more business to your store both directly and indirectly. To decide on a line that not merely sells, but gives entire satisfaction and brings business is the duty of every dealer. The Chesterfield illustrated above is one of our most attractive and best selling designs. Try it out in one of your displays and you will find that results are good.

***SPECIALTY UPHOLSTERING CO. - WATERLOO, ONTARIO***

# Adjusto Mattresses
# Wood Finish Beds
# Enamel Beds



No. 2152



No. 2153

These lines are popular sellers because they combine quality and utility with prices that draw business. If you are not now featuring them in your bedding department don't delay longer than is necessary because profit and prestige can be increased through them.

# MILLAR-SCANDRETT LIMITED

**London - Ontario**



No. 370

KRUG furniture appeals to those of your customers who consider price in conjunction with quality rather than the lowness of price alone—in other words, value is the strong note of this line.

To arrive at any idea of value everything must be considered—quality of material, color and design, comfort and service, and workmanship that has a feeling of knowledge and power behind it.

In Krug furniture each one of these factors can be found in proper relationship to the others, making an article of real character and value.

You have customers who appreciate value, so display the Krug line and give them satisfaction.

*The*

H. KRUG FURNITURE CO.

LIMITED

KITCHENER ONTARIO

# HAVE YOU LOOKED INTO MATTHEWS MIRRORS?

THEY REFLECT PLEASED CUSTOMERS

*See our new framed line.*

**MATTHEWS BROS., LIMITED**

THE BIG CANADIAN MOULDING HOUSE

1906 DUNDAS STREET WEST TORONTO, CANADA





NEW

**ELITE**
FOLDING TABLE

Small purchases of quality lead to bigger ones. Elite Folding Tables are leaders in their line, and also leaders in the sense that they lead to bigger business for the dealer. Handy and unusually convenient, the Elite catches the eye of your customers, who soon perceive its reliability, and a favorable impression is created of your store. This line will make profit for you.

**Hourd & Co., Limited** Sole Licensees and Manufacturers DEPT. W LONDON



# *It's "So Easy To Push"*

**Sidway** TRADE MARK

**BABY VEHICLES**

Try a SIDWAY on the floor of your showroom. Note how readily it responds to the touch — how evenly it rides — how smoothly and noiselessly it glides. SIDWAY'S are made so that mothers will find them "easy to push."

And you, as a dealer, will find them equally "easy to push," Their appealing beauty and grace, their lightness, the many thoughtful conveniences they possess— all these features make SIDWAY Baby Vehicles a line that practically sells itself. SIDWAY'S are always "on the move," and every time they "move" it means pofit for you.

***Did you receive our new 1922 Art Catalogue ?***

SIDWAY MERCANTILE COMPANY 864 Dufferin Street, TORONTO



No. 487 Elm Dining Room Suite—Satin Walnut or Fume Finish.

# *More Business For You*

Our new Walnut Finish on Elm has met with such success that it marks one of the most pronounced steps we have made in the manufacture of furniture.

No time should be lost in featuring this suite—you can make a success of it, just as others have done.

## THE KNECHTEL FURNITURE CO.

LIMITED

HANOVER ONTARIO

# *A Mark of Quality*

TORONTO Gendron CANADA

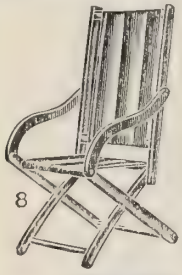
***Our Trade Mark*** identifies the product of an organization with years of success behind it.

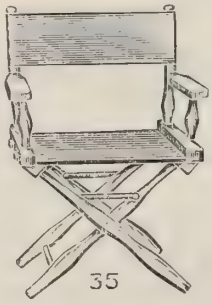
The most valuable of the fruits of this hard-won success is the good-will of the dealers who are placing Gendron goods in homes where good taste governs.

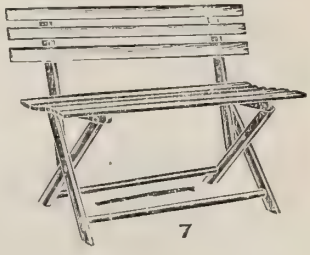
We know that this good-will grows in proportion to our efforts to make Gendron goods better each year.

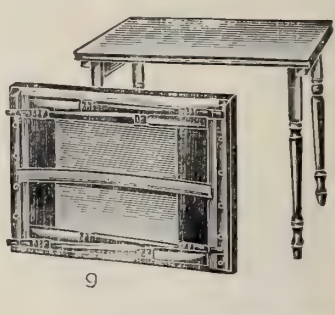
## The Gendron Mfg. Co., Limited, Toronto

***Childrens' Vehicles and Reed Furniture***

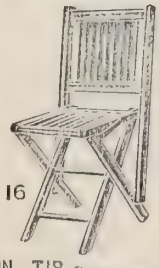

8


35


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1


16

NON TIP


70

NON TIP

# Folding Lawn and Camp Furniture

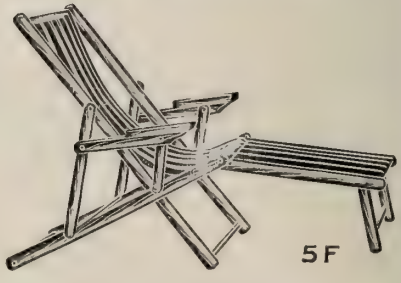

CANADA BED

We manufacture the most complete line in Canada.

A display of Camp, Lawn and Verandah Furniture will bring profitable business to you this season. Make your selection and order early.

If you have not received our new Catalogue No.49 with complete line, a postcard will insure it being forwarded by first mail.

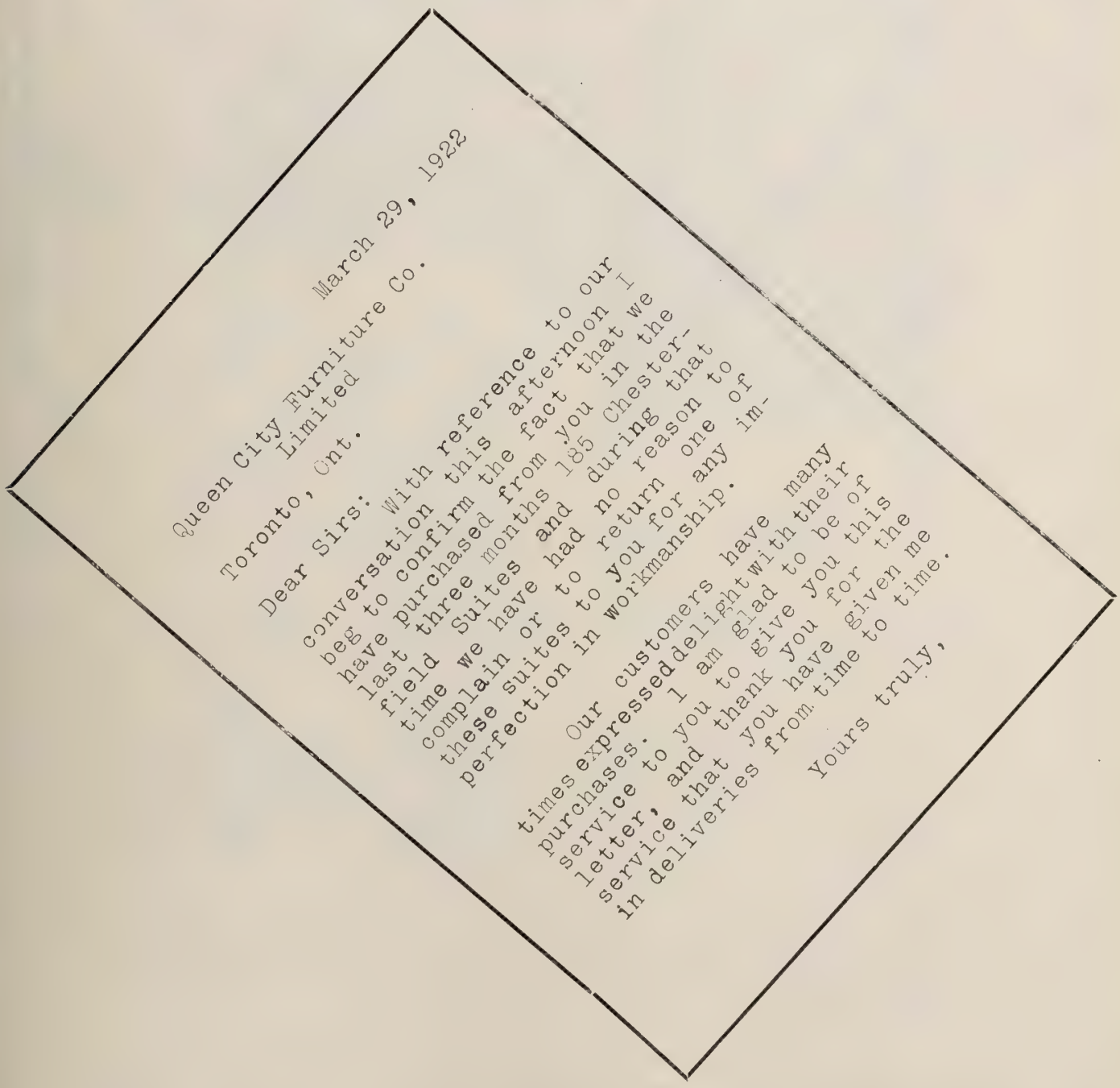
OUR GOODS ARE GUARANTEED TO GIVE SATISFACTION


5F

***OTTERVILLE MANUFACTURING COMPANY, LIMITED***

***OTTERVILLE - ONTARIO***

# Read What Our Customers Say About Queen City Furniture



March 29, 1922

Queen City Furniture Co.
Limited
Toronto, Ont.

Dear Sirs: With reference to our conversation this afternoon I beg to confirm the fact that we have purchased from you in the last three months 185 Chesterfield Suites and during that time we have had no reason to complain or to return one of these suites to you for any imperfection in workmanship.

Our customers have many times expressed delight with their purchases. I am glad to be of service to you to give you this letter, and thank you for the service that you have given me in deliveries from time to time.

Yours truly,

We have many letters of this nature on file at our office which we will be glad to show to interested dealers.

## The Queen City Furniture Co., Limited

**27-63 Vine Ave., - West Toronto, Ont.**



# Tell Your Customers Why LINOLEUM is Better

You have only to show the strong canvas back with its tough fibres and say "This, Madam, is your guarantee of years of service. You can always tell genuine Linoleum, for it has this burlap back. That's what gives it its strength and durability. Because of this strong burlap back, Linoleum is flexible and not easy to tear."

The Spring selling season will open earlier than was expected, so keep your stock well assorted, getting your supplies early. Order from your usual source of supply.

*Write us for attractive color cards for use in your floor covering department, on your counter or for trimming your windows. Merchants throughout Canada have found these cards very helpful.*

## Dominion Oilcloth & Linoleum Co., Limited

MONTREAL

DOMINION OILCLOTH & LINOLEUM CO. LIMITED · MONTREAL · MADE IN CANADA








# THE MEAFORD

MANUFACTURING CO., LIMITED
MEAFORD - ONTARIO

AFTER seeing a display of Meaford Furniture many people first awaken to the advantage of having better furniture. Their need is realized. From that point it is not long before a purchase is made and business is brought to the dealer's store. In this respect Meaford Furniture is a creator of business. It is always on the job — always working. Its many features of excellence surely and steadily make an impression on the mind of the customer, and act as its own best sales argument. We have a wide range of productions that should be on your floor during spring displays, so write to us for further particulars.

THE BETTER LINE OF UPHOLSTERED FURNITURE

# UPHOLSTERED FURNITURE

## *Of High Quality*

THE best class of trade in your vicinity is attracted when Montreal Upholstered Furniture is shown. Varying conditions do not readily affect this trade and a good steady business can be built up.

Montreal Upholstered Furniture has for its basis the principle of high quality, excellent workmanship, and beauty of design that immediately gains the favor of persons of taste. Your most exacting customer will feel justified in praising it, and the price at which it is offered further impresses a customer with its value.

Ontario dealers should take the opportunity of visiting our permanent showrooms at 99 King St. W., Toronto, where our full line can be examined.

*The* MONTREAL UPHOLSTERING COMPANY

*Head Office*
1613 CLARK STREET
MONTREAL, QUEBEC

*Toronto Showrooms*
99 KING STREET WEST
TORONTO ONTARIO

# THE GREATEST STORE IN THE MARITIMES

From a thirteen foot store in 1866 to a store covering four acres in 1922—Furniture a big line.

By C. C. Avard, M. A.

THE complexity of modern merchandising is recognized by every one who devotes even a small amount of time to the consideration of the subject. A very ordinary store contains goods, gathered from many countries by many people. Like the famous plum pudding that required the labor of a thousand people to make, the modern store contains goods whose production has meant the time and effort of thousands and perhaps millions.

A store is a great distributor and serves a most important place in any community, town, city or province. Whether or not a store occupies an outstanding place in the life of the people sought to be served depends altogether upon the aims and ideals of those behind the enterprise. If the owners conduct their store with the one idea of profit for themselves, having no thought of giving service to the public, they will always be more or less under suspicion and their influence in the town or city in which they do business must of necessity be limited and circumscribed.

A splendid mercantile organization in which the word Service is written large and bold; an outstanding enterprise which has stood the rigid test of time for fifty-five years; a company which bears an old and honorable name, which is the synonym of clean business methods and square dealing; such a concern is Manchester Robertson Allison, Limited, of St. John, N.B.

Glance back for a moment through the vista of the years. In 1866 three clerks, James Manchester, James F. Robertson and Joseph Allison, presumably young men who sought to better their financial condition, opened a dry goods store on Prince William Street, St. John. The store frontage in feet is given as thirteen, a number sometimes considered unlucky, but they were three courageous young men who in the year preceding Confederation embarked on their mercantile career in this exceptionally small store.

Contrast this small store on Prince William Street with the plant of M.R.A. today, occupying over four acres of floor space, and you will get a slight idea of the progress that has been made since that far off beginning in 1866.

Picture to yourself three ambitious young men, eager to make names for themselves as merchants in their native province. Think of the thoughts which possessed them, the vision which inspired them at that time over half a century ago. Pause and reflect upon the difference in conditions between then and now. No electric light, no telephones, no automobiles, no railroads, no street cars, no modern store fixtures. Goods came mostly by sailing vessels and had to be bought in large quantities twice a year. The difficulties of doing business at that time were tremendous yet the founders of M.R.A. were undaunted; they got squarely under the load and achieved a most notable success.

But ambitious as were the founders of this company, full of energy and enthusiasm as they were, we doubt very much if any of the trio had the slightest conception of the magnificent mercantile enterprise whose foundations they laid firm and deep in that little store with its thirteen feet frontage on Prince William Street. Sometimes men have rosy pictures of the future. They picture themselves as the centre of great success, but time passes and the fond hopes are not realized: the results are quite different from the prospects. At other times the actual results surpass the fondest dreams and Fortune seems to scatter with a lavish hand the bounteous fruits of success. Certainly the gods were kind to that partnership, formed so many years ago, for the firm prospered from the start. Steadily, step by step, the company made progress. Surely the foundation was laid for an enterprise of which any province and any country might well be proud.




Main Store front of Manchester Robertson Allison, Ltd., at St. John, N.B

A quarter of a century passes and the three men, now past their youth, have an established place in mercantile circles of the Loyalist city. Shoulder to shoulder they have fought their way forward. The wisdom of their choice of each

# *ON THE MAKING OF LAMP SHADES*

*It seems simple, making lamp shades,—a wire frame covered with silk and trimmed with braids and fringes. Any woman clever with a needle should, one would think, be able to make one without difficulty. But any woman who has tried, and failed, and tried again can tell a different story.*

*The foundation of a shade is, of course, the wire frame. This must be made of the proper wire, tempered just right and of the right thickness, so that it will maintain its shape; and tinned, so that it will not rust or soil the fingers of the shade makers.*

*Next it must be wound with silk, so as to give the proper foundation to sew to, and this operation is an important one. If this is not properly done, the silk will readily become loose, and the shade is slovenly in appearance.*

*The Silk cover, including the various linings, must be of sufficient weight and closeness of weave to diffuse the light, and yet not hide it. Colors that look good in daylight often produce poor effects when lighted. Proper colors must be used to harmonize or contrast, as desired, to produce the effect wanted.*

*Trimmings, such as braids, and fringes, too, must carry out the general scheme, bearing in mind the design, the size of the shade, the color effect, and the general appearance wanted. Any mistakes in selection of materials will produce nothing but disappointment.*

*But the most important of all is the workmanship; or should one say, the needlework of the shade. Loosely wound frames, long, coarse stitches, braids and trimmings loosely sewn, surely produce weird effects which cannot be anything else except disastrous to the general effect expected of the shade.*

*In the decoration of a room, the shade is generally accepted as a spot of color, contrasting with the general decorative scheme, but contrasting in the artistic sense, in that it may not clash with other colors used. When used in this way it is readily seen that the shade, especially when illuminated, is the most prominent of the furnishings of the room. Therefore, extra care should be used in the selection of shades, for they must bear more searching scrutiny than almost any other piece of furnishing in the room.*

*Of course, there are other decorative shades than silk shades. Painted silk shades are new, and parchment shades are again to the fore.*

*We are glad to say that we are able to supply all of these varieties of shades, and at prices that will match almost all desires.*

*But remember, lamps are but a part of the furniture required. We can supply, and do supply, furniture for every room in the house except the kitchen, in artistic designs and finishes. The prices in these lines too, are very reasonable.*

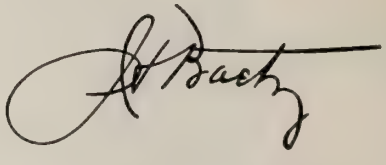
*We are anxious to serve you in any way we can. May we? Three furniture shops are at your service.*

*Anthes Baetz Furniture Company Limited*
*Dining Room and Chamber Furniture*

*Baetz Brothers Furniture Company, Limited*
*Furniture for the Living Room*

*Baetz Brothers Specialty Company, Limited*
*Portable Electric Lamps and Shades*

*Each of these shops specialize in their own line, but each have the same ideals —"Quality and Character".*



*Managing Director*

other for business partners has been demonstrated over and over again. They have grown to be more like brothers than mere business associates and so when Christmass, 1889, rolls around and finds one member of the firm, Mr. James Manchester, in England, it is but natural that the two partners at home should feel lonely. As illustrating the




Besdes a large exclusive furniture building for sales, the M.R.A. store have this large building on Prince William Street as a stock reserve store house.

friendly feeling existing between the partners we reproduce in part a letter written to Mr. Manchester on December 24, 1889, and signed by the two other members of the then partnership.

"This is the first Christmas that we have been separated for upwards of twenty-five years," the letter reads, "and feeling your loss at this time we invested in your life-sized portrait done by Scholl today and have it hung in the office where it can be seen by all. We think it a perfect likeness and next to having you here in the flesh it is the best we can do. We have had the best day yet and there is a general feeling of good will between all our employees and ourselves and as they pass and see your picture in the office it makes us feel that the expression on their faces when they look at your picture is one of great pleasure in seeing it there.

Such a letter is worthy of a place in the business archives of the province, breathing as it does the spirit of good will and kindly feeling. After doing business together as partners for a quarter of a century these three men still maintain friendly personal relations. Surely this is an example worthy of emulation and may well be held up as an example before the young men of the present day.

## Goods from All the World

It is a far cry from the small store on Prince William Street in which the young men began their mercantile careers, to the series of beautiful stores now occupied by Manchester Robertson Allison, Limited, on King, Germain and Prince William Streets and Market Square. A visit to these splendid stores filled with goods gathered from every corner of the world, is a very great pleasure indeed. The writer recntly spent several hours in going through the many departments which constitute the modern M. R. A.

The company conduct both a wholesale and a retail business. In the wholesale section there are twelve departments, and in the retail section there are twelve departments. One cannot visit all these departments in which every one seems to have his or her own work to do and to and to be doing it, without being deeply impressed with the efficiency of the M.R.A. system, with the immensity of the business carried on, and last but not least with the fact that the magnificent organization is founded upon the idea of the best possible service to every patron. The M. R. A. staff number 350, which include seventeen travelling salesmen, as well as directors and department heads. For more than twenty-five years offices have been maintained in London and Paris, with which cities the company is in daily communication by wireless.

The retail section is equipped with cash registers of the most modern pattern, while a rural motor delivery as far as Westfield in one direction and as far as Rothesay and Fairvale in the other direction helps to render service to the ever-increasing number of satisfied M. R. A. customers.

The auto call is something that naturally attracts the attention of the visitor. It is a system whereby directors and department heads can be located very quickly. All over the M. R. A. plant are intercommunicating phones. Each director and department head has his own call. The system saves time and money and is a great convenience




Furniture is an important department with the M.R.A. store as this picture of the furniture store on Market Square shows, having a whole building to itself.

in a series of stores like Manchester Robertson Allison. Limited, which covers so much ground.

## Character of the Store

Stores have character just the same as individuals. If those associated with a mercantile establishment are business men of integrity and honor they will naturally surround themselves with employes of the right stamp, with

ladies and gentlemen, who become an integral part of the organization. Knowing that those in authority will tolerate nothing but a square deal to all, the employes soon catch the spirit which becomes the outstanding feature of the store. A notable illustration is M. R. A., an enterprise, an organization, a system, that stands for all that is the best in merchandizing and for that confidence which is not built up in a day but is a plant of slow growth. In doing business with this corporation one feels the assurance of dependability and reliability. You buy goods with the feeling that you are getting what you pay for, that you are getting good value for your money.

As illustrating the kind of staff employed by the company it is noteworthy that during the Great War no fewer than fifty-seven M.R.A. employes volunteered for service at the front. Of this number three made the supreme sacrifice and are buried on Flanders Fields, where poppies grow.

Such an honor roll reflects great credit upon the men themselves and also upon the firm that employed them, as it illustrates the splendid type of man that finds employment in the greatest store in the Maritimes. Loyal, efficient and trustworthy, they are like one big family.

In token of their desire to do their part M. R. A. paid the salaries of all enlisted men in the first and second contingents while they were overseas.

Another example of welfare work carried on by the company lies in the fact that every M. R. A. employe of both sexes, after being on the staff for six months, is included in a scheme of group insurance, the amount being increased $100 each year until the maximum is reached. For the convenience of the staff a lunch room is provided where certain food can be obtained free of charge and other kinds at cost. During Christmas week, a year ago, seven hundred meals were served. In the winter season an average of seventy-five take advantage of the lunch room every day.

### How the Store Developed

One of the things that impressed the writer most strongly was the large number of people from whom M. R. A. buy their stock of goods. The Canadian and American list numbers over 2,000, while the European list reaches the surprising total of almost 3,000. This fact is most striking and clearly illustrates the complexity of modern merchandizing and the difficulties which confront those who seek to serve the public with merchandize in a big and comprehensive way.

The history of the house has been one of continued progress. From that small store of 1866 the enterprise has developed and expanded in a really remarkable manner. New buildings have been acquired by rental, by purchase, by construction. In every department notable expansion has taken place. Everywhere there has been evidence of that divine discontent which makes possible all human achievement and progress. Even the list of forward steps would occupy considerable space and we pass over the detail for fear of wearing the reader overmuch.

In 1901 the partnership became a joint stock company with the word Limited appearing after the firm name. In 1890 Mr. James Manchester, who for a quarter of a century had worked harmoniously with his fellow associates, retired from the partnership and withdrew his entire interest, but his name remained. Up to within a few years ago Messrs. Robertson and Allison were personally associated with the enterprise, but a break occurred when a year ago Mr. Robertson, after serving long and faithfully, passed over the Great Divide. The management is in the hands of eight directors with an executive of five, which meets weekly to discuss the problems of an ever expanding business. The present directors are: Joseph Allison, president; Wm. S. Allison, vice-president; T. E. Smith, H. F. Puddington, R. M. Smith, Geo. R. Ewing, R. J. Hookey, secretary. A number of those associated with the company have been in the employ of the concern for over forty years. They have grown old in faithful and efficient service.

Knowing something of M. R. A. one is impressed not so much by the size of the plant, extensive though it is; not so much with the goods, wonderful as they are, but with the fine spirit of co-operation and truly remarkable team work. Like one big family the employes of M. R. A. take a deep interest in the progress and prosperity of their beloved store.

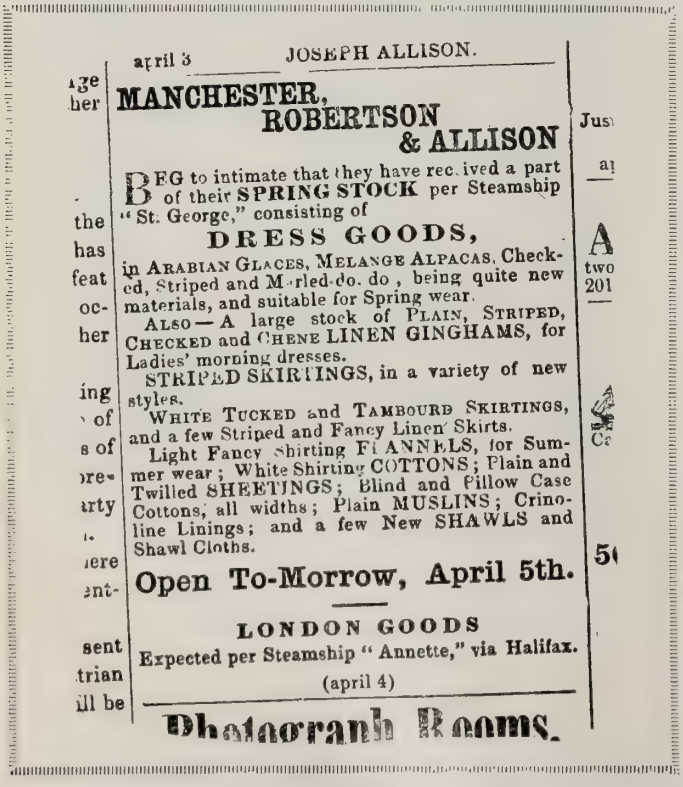
As Kipling says:

"It ain't the guns nor armaments nor the funds that they can pay,
But the close co-operation that makes them win the day,
It ain't the individual, nor the army as a whole,
But the everlastin' team work of every bloomin' soul."

### Splendid Furniture Department

The furniture department is an important one with Manchester, Robertson, Allison, Ltd., though not so old as the orignal business. M. R. A's furniture business was established April, 1896, and it still housed on the orignal site where it began its existence, although the buildings have since that time been remodeled and added to They comprise the premises of Daniel & Boyd, the old "London House," up to that time the largest wholesale dry goods house in that section of Canada, where all three of the founders of the M. R. A. corporation first met and commenced their careers as apprentices in the dry goods business. It is, therefore, reasonable to suppose that sentiment may have played some part in the ownership of this property having passed from its former to its present proprietors.

These furniture premises consist of a five-story brick



april 3 JOSEPH ALLISON.

**MANCHESTER, ROBERTSON & ALLISON**

BEG to intimate that they have received a part of their **SPRING STOCK** per Steamship "St. George," consisting of

**DRESS GOODS,**

in ARABIAN GLACES, MELANGE ALPACAS, Checked, Striped and Marled do. do, being quite new materials, and suitable for Spring wear.

ALSO—A large stock of PLAIN, STRIPED, CHECKED and CHENE LINEN GINGHAMS, for Ladies' morning dresses.

STRIPED SKIRTINGS, in a variety of new styles.

WHITE TUCKED and TAMBOURD SKIRTINGS, and a few Striped and Fancy Linen Skirts.

Light Fancy Shirting FLANNELS, for Summer wear; White Shirting COTTONS; Plain and Twilled SHEETINGS; Blind and Pillow Case Cottons, all widths; Plain MUSLINS; Crinoline Linings; and a few New SHAWLS and Shawl Cloths.

**Open To-Morrow, April 5th.**

**LONDON GOODS**

Expected per Steamship "Annette," via Halifax.

(april 4)

**Photograph Rooms.**

The first ad. that the M.R.A. store ran in the St. John local paper in 1866.

These furniture premises consist of a five-story brick

building, 40 x 80 ft. on Market Square, joined in the rear to a four-story stone warehouse around the corner on Prince William Street by a brick building, thus making a large compact and suitable store and warehouse for the efficient carrying on of a furniture business that is a credit to a city the size of St. John.

The furniture business, which was established here twenty-six years ago, has grown like the other departments of the business, and is today the largest in the Province. A large well-assorted stock of all kinds of household, office and institutional furniture, bedding, etc., is carried, and the same principles of merchandising prevail here that for fifty-six years have been the practice in the older portions of the business. No furniture is sold on the installment plan, but liberal terms of credit can be arranged for by the householder who may be out-fitting his home.

# MAKE MAY A BANNER SALES MONTH

Business is being conducted under difficult conditions when compared with those which prevailed during the war period. However, a satisfactory showing can be made and will be accomplished in those stores where extra efforts are expended in the right direction.

On account of the tendency towards smaller sales without a proportionate decrease in overhead expenses, it is imperative that sales volume be enlarged in order to cover established overhead expenses and leave a proper margin of profit. Some trimming of overhead expenses can, of course, be accomplished, but the business must be conducted along proper lines in order to hold trade and attract new customers.

In order to meet the demands of the volume of trade, it is essential to have stocks of merchandise of the right kind on hand. The goods must be satisfactory to the consumer and mean a profit for the retailer. This is where doing business with long established and thoroughly reliable concerns is a safe-guard.

We find that some stores lose trade through the department houses because they do not carry sufficient stock of salable goods and fail to show in an attractive manner what they have for sale. In some instances, the retail prices are not properly adjusted so that they are attractive to the customer.

A proper sales organization, including yourself as well as your clerks, must be maintained with a high per cent. of co-operation and personal interest in the business.

Summer is near at hand and business conditions are much improved. Make up your mind to have the May store pay a substantial profit.

## TREES FOR OUR PRAIRIES

A feature of the work of the Dominion Forestry Branch, which increases in importance from year to year, is the supplying, free of charge, of tree seedlings and cuttings for planting windbreaks on prairie farms. For the past few years about five millions of seedlings and cuttings have been sent out annually, under the direction of the Superintendent of the Dominion Forest Nursery Station at Indian Head, Sask., and it is expected the number shipped in the coming spring will show an increase. The species of trees sent out, and which do well on the prairies, are Manitoba maple, Russian poplar, willow, green ash, and caragana. The last named is really a large shrub, an importation from Russia, sometimes called Siberian pea, which has proved very valuable for hedges and wind-breaks on the prairies.



The furniture display room of Brace, McKay & Co., Ltd., at Summerside, P.E.I., carries a homelike atmosphere with the various articles suitably grouped and generous use made of rugs and pictures. An articles on this store by Mr. Daley, general manager of the company, appeared in a recent issue of Canadian Furniture World.

# Methods That Brought Business To Canadian Dealers

How Some Furniture Dealers And Others Retailers Increased Their Sales.

## SPRING EXPOSITION OF HOME FURNISHINGS

The Adams Furniture Co., Toronto, held their annual spring opening exposition of home furnishings on Friday and Saturday, April 7 and 8, when their store was transformed into a flower garden. The 48th Highlanders' Band gave a concert on both days and on Saturday evening.

Demonstrations of household articles, such as aluminumware, electric appliances, vacuum cleaners, washers, ranges and kitchen cabinets, were made and displays of room settings were set out and visited by thousands. Souvenir flowers were given every lady who visited the sixth floor; refreshments were served on the second floor, and a guessing contest was indulged in by all. This contest took the form of registerinig a guess as to the amount of ice a Barnet refrigerator would consume in 72 hours, 200 pounds of ice being put in on Friday noon and the refrigerator being closed and sealed until Monday noon. Prizes of a refrigerator, brass bed, spring, mattress, table lamp, porceliron kitchen table, and aluminumware sets were given to the nearest guesses.

## COMPARITIVE PRICE DISPLAY

That comparative costs are distinctly on the cheerful side of the ledger was most eloquently illustrated by the series of window displays arranged at the Vancouver stores of the Hudson's Bay Company. Every window in the big departmental store was recently dedicated to the purposes of enlightening the public as to the actual drop in the price of goods. The difference in prices quoted for furniture and



The new store building of the Hudson's Bay Co. at Victoria, B.C.

other articles this year, and those in force at the same time last year, afforded a most interesting and graphic comparison and one which was undoubtedly studied with profit by many Vancouverites. It was no show for the pessimists, but a real education for the man who wants to get his money's worth when he goes buying.

## WHAT THE RANGE CAN COOK

The Home Outfitting Co., Hamilton, Ont., lately exhibited different kinds and sizes of gas cooking ranges in one of their show windows. A big showcard was employed to deplict numerous kinds of cooked delicacies in their natural colors. The caption beneath the illustration enquired;

"Can your range turn them as fine as this?
If not, why not? We have a fine assortment.
Come in and select yours."

Had a real demonstration of the cooking possibilities of the various ranges been staged, the exhibit would have been far more convincing.

## OPEN NEW MONTREAL FURNITURE STORE

H. P. Labelle & Cie., Ltd., Montreal, have inauguarated their new building's opening by conducting a special sale. The new structure is a seven story building at 149 St. Catherine streeet, east, (corner of City Hall avenue) and the company have named it the "cathedral of all furniture stores in Canada."

## A REGULAR DEPARTMENT STORE

A furniture dealer in one of our Ontario towns advertises that in addition to furniture he is a retailer of buggies, wagons, cutters, harness, washings machines, wringers, churns, stoves and stove pipes, milk cans, aluminum, agate, tinware, oil stoves, ladders, wheel-barrows, steel shingles, roofing and automobile supplies.

## "WISE" WINDOW OF GAS RANGES

The Domestic Furniture Store at Saskatoon. Sask., recently put on a window display of gas stoves and ranges in which they featured the idea that the wise housewife is the one who cooks by gas, this "wisdom" idea was conveyed through the use of a large stuffed owl placed on the top of the centre piece in the window—a gas range.

## A WINDOW FULL OF DOOR MATS

The Great Western Furniture Co., Saskatoon, Sask., a short time ago devoted a display to cocoanut door mats. The mats were arranged in neat piles across the rear. On the floor down in front was an apparently unlimited number of rugs, laid several deep on the floor in hopeless confusion. This made a very effective sale display.

## MANY MARRIAGES IN 1922

The furniture dealer is interested in marriages, for each new home established means much buying of furniture and house furnishings.

The role of the prophet is admittedly a dangerous one, yet we are game to offer the opinion that during the year 1922 the number of marriages will be considerably above the average.

Keep these young loved ones in mind when planning for this year's business.

# FURNITURE FASHIONS WEEK AT WINDSOR

## Home Furnishings Bureau to inaugurate Canadian campaign for better home furnishings through series of public exhibitions—Experiences of Detroit and Cincinnati dealers with furniture shows.

Windsor, Ont., furniture dealers are to hold a Furniture Fashions Exhibition during the week of April 24 to 29—the first city in Canada to conduct such an exhibition, though many similar exhibitions have been held in large centres across the line.

The idea of this Furniture Fashions show took root at the meeting of the Home Furnishings Bureau held in the Toronto offices of the bureau on March 17.

The meeting was called to discuss Bureau affairs following a visit by Mr. Blogg to furniture dealers in Montreal, Ottawa, Hamilton and Toronto, to whom he submitted a questionaire as to the success of the Bureau's plans and the benefit that might accrue to dealers as a result of putting on a Furniture Fashions campaign in the fall. The dealers interviewed were almost unanimous in voicing their opinion that a Furniture Fashion Week similar to that conducted in the United States, would be a fine thing here.

Accordingly, the meeting asked Mr. Blogg to go to Detroit to find out what success had been obtained there during their Furniture Fashions Week, held during the week of March 7 to 11. He was also asked to visit Cincinnati and hear the Ross Crane lectures, which were being delivered during Cincinnati's Furniture Fashions Exhibition, and see how these "weeks" was really run.

Mr. Blogg was instructed also to visit Windsor and see how the furniture dealers of the Border Cities would view a Furniture Fashions Week in their city. All the dealers there interviewed decided it would be a good thing, and agreed to meet on March 31, and discuss the matter in detail.

A furnished livingroom seen at the recent Detroit Furniture Fashions Exposition. Some 56 furnished rooms in all were shown at Detroit, and a similar number were set up at Cincinnati. These gave home owners and home lovers an idea of better home furnishings they never had before.



### Canada's first Show

The information obtained by Mr. Blogg was placed before a full gathering of the Bureau at a meeting held in Toronto on March 30, at which Mr. Blogg was instructed to go ahead with the Windsor Furniture Fashions Week and told that the directors would back him up to the limit. The Bureau would advertise the Exhibition and would also supply a speaker to talk on home decorations and room furnishings.

With this purpose in view a meeting of the Border Cities furniture dealers was held in Baum & Brody's store at Windsor on March 31, when an organization was completed to push Windsor's Furniture Fashions Week from April 24 to 29. he following are the personnel of the various committees:—

Propaganda Committee—Messrs. Taggart, Gelber, (chairman) and Kelly.

Deputation Committee—Messrs. Gaul (chairman) Tinning, Baum, Clark and Barnhardt.

Statistical Committee—Messrs. A. J. Veale (chairman) Tinning, Teachan and Anderson.

Finance Committee—Messrs, Banrhardt, (chairman) Balmain, Shore and Gitilin.

Display and Advertising Committee—Messrs Kelly (chairman), Gitilin, Clark, Teachan, Kenneth, Veale and Tinning.

Executive Committee—Messrs Kelly (chairman), Gelber, Gaul, Barnhardt and A. J. Veale.

### How Detroit Show Was Run

Interviewed as to the worth of the Furniture Fashions Show at Detroit, Mr, Blogg said:

"The Better Homes Week in Detroit was conducted by the local retailers who were assessed according to size. The local papers also paid into the fund, and admission was collected from the public. An auditorium was leased and

about 56 room set-ups were arranged by the co-operating dealers, some of them showing several rooms, according to the dealers importance. A special committee of retailers arranged the matter. "Room arangements at all prices were shown and the Price of the complete room displayed, but not the dealers' or manufacturers' names.. Part of the hall was devoted to the lectures of Ross Crane, of the Chicago Better Homes Institute. About 30,00 people visited and paid admission to this exhibit.

"In the special editions of local papers no dealer was allowed to exploit the show for his own ends, but just to talk 'Better Homes.' This movement is going to be part of of the National retailers' organization of the United States, They are working on a definite show plan to be booked all through the States with two companies, one working east and one west, and Ross Crane and Miss Hansen will probably be part of it, as they are leaving the Institute.

"They do not intend to offer the idea to one paper only, but to all the papers in each town. It took six weeks of organization work to put the Detroit show over. This was the only show of its kind that has been put on up to this year. The largest dealers paid $100 each, and assumed an additionall liability of $100 if needed, and other dealers paid in proportion. The Detroit News contributed $2000 for the privilege of having the week under its auspices and for running an essay competition, and publishing a coupon in the paper.

"The preliminary work of this Furniture Week, as I said, took six weeks to work out, and its chief feature was an active advertising committee, which conducted propaganda reading notices about the week . This also worked through the schools in an essay competition, and as well appealed to the ministers on the education and moral influence of proper home environment. So that by the time the "weeks" was ready to start it was the talk of Detroit, and "Home" sermons were preached in the pulpits. Also during the week various school classes were brought down to the big exhibition to see the furniture and to hear Ross Crane and other speakers.

"The Detroit dealers with whom I talked were in favor of the week and would support it again . Some of them were very enthusiastic and predict great things for their week next year. All dealers, except one, heartly approved of the educational home idea back of this week, and did not favor any commercial features. The only case in which a name was mentioned was the three Detroit stove firms, all of whom had an equal show in the ideal kitchen display. You cannot hide the trade mark on stoves.

"The varaious room set-ups were done by the display man of the store supplying the room, and then Ross Crane, "touched-up" the whole 56 rooms. The public followed a course through the building and were kept moving by special men. They were not allowed to enter the rooms or to handle the furniture. Dealers and newspaper men from all over the district visited the show and the idea promises to have great popularity. Of 200 Detroit dealers, 150 are excellent acccounts. but only 50 took part in this year's Furniture Fashion Show."

### As to the Cincinnati Show

Mr. Blogg also visited Cincinnati to see how the "Furniture Week" there was actually conducted. "The 'Better Homes Week' in Cincinnati," said he was handled through 'the Cincinnati Enquirer' which is a morning paper. The paper paid the cost of the Institute, and as a result, issued



A Beautiful suite in Hepplewhite design—No. 1401—made in solid mahogany by The Anthes Baetz Furniture Co., Ltd., of Kitchener, Ont.

the largest week-end issue in its history, clearing $1,000, over the cost of putting on this Furniture Week.

"In talking to the leading dealers I found that they would have preferred to hold such a week under the auspices of the Chamber of Commerce or the local dealers association rather than that of a newspaper. The dealers also feel that the week would have been three times more the success if more propaganda had been issued during the month or six weeks preceeding in all the local newspapers—also that the papers should feature the event while it was held. This is the sort of co-operation that is possible when the week is held under the auspices of some organization other than one local paper. The dealers told me of the week in Columbus, conducted by the Board of Commerce and featured by all the papers. They had a hall seating 4,000 people and they turned away that many every lecture, although Columbus is but half the size of Cincinnati. Here there was only 1,800 the first night, as the week did not get thorough publicity.

"The high school students attended in a body. Despite its handicaps Cincinnati had a very successful week. The lectures and demonstrations were given in the Music Hall, The titles will give some idea to their scope—Interior decoration, using portable roof, actual furniture and draperies, by Ross Crane; Demonstrating color in the art of dress, Evelyn Hansen; The Overcrowded Room, or art versus Aunt Matilda, Ross Crane; Dress demonstration "Line"—Evelyn Hansen. Design and planing of the home grounds, illustrated by color slides. F. A. Cushing Smith; Maximum beauty at minimum cost, Ross Crane; The servantless home: How to build comfort, beauty and economy into the home," Ross Crane; "City planning for your community," illustrated, F. A Cushing Smith; "Gallery talk on the painting exhibit," Ross Crane; "The well dressed woman on a moderate income," Evelyn Hansen; Question box, Ross Crane and F. A. Cushing Smith; "Dollars and sense for your town," Ross Crane."

### Home Furnishings Bureau Back Exhibition

The members of the Home Furnishings Bureau who conducted last fall's campaign here in Canada, and who will conduct the Windsor Furniture Fashions Week are: Canadian Furniture Manufacturers, Stratford Chair Co., North American Furniture Co., Synder Bros. Upholstering Co., Knechtel Furniture Co., McLagan Furniture Co., Gibbard Furniture Co., Strathroy Furniture Co., Meaford Mfg. Co., Malcolm and Souter Furniture Co., Jacques Furniture Co., J. C. Mundell & Co., Andrew Malcolm Furniture Co., Malcolm & Hill, Schierholtz Furniture Co., Owen Sound Chair Co., Beaver Furniture Co., North American Bent Chair Co., Kindel Bed Co., E. O. Weber, Ltd., Andrew Gray Co., Anthes Baetz Co., H. Krug Furniture Co., Baetz Bros. Furniture Co., and Baetz Bros. Specialty Co.

These "Furniture Fashions Weeks" have been successfully conducted in about fifty American cities, and if the Windsor Week proves a success it is likely that the Home Furnishings Bureau will conduct a number of "Furniture Fashions Weeks" in various Canadian Centres next fall.

## VANCOUVER HOLDS HOUSE FURNISHINGS EXHIBITION

A combined Building and House Furnishings Exhibition was held at Vancouver during the fortnight commencing on March 13, and was a huge success. The exhibition was held in the Manufacturers Building on Granville street, where three floors of that structure were given over to displays of furniture, house furnishings, furnaces, stoves, plumbing fixtures and building materials.

The opening took place on Saturday evening March 11, when Mayor Tisdall officially turned on the lights. Three thousand people were present that first night, and Col. E. J. Ryan, chairman of the management committee, expressed himself as more than pleased with the result. "This is the second effort of its kind in British Columbia and is a credit to Vancouver," he said. "Everything which goes into a home can be seen at the exhibition. We are giving away one $5,000 bungalow. My regret is that there are not enough bungalows to go round."

Major M. J. Crehan, one of the committee, declared that the whole building was a mass of instruction to the prospective home-builder.

Col. J. F. Keen, honorary secretary of the exhibition committee, announced what he called "the bungalow dozen" Saturday night. These are the names of the twelve ticket holders whose numbers were drawn from the hat, thus qualifying them for the final drawning at the close of show. To the winner will go the $5,000 bungalow, a model of which was placed in the front window of the Cassidy Block.

A band was in attendance in the evenings during the show and everything was arranged for the convenience of visitors.

Exhibitors declared that they had taken more orders for goods on the first evening of the exhibition than during the past two months at their stores, and it is estimated that very considerable business was done during the time the exhibition was open.

The $5,000 bungalow which was given away was made up of donations in kind given by building firms and dealers in building materials in Vancouver, over fifty individual firms contributing. The N. Nelson Co., and C. Rickard contributed part of the furniture supplied to the furnished bungalow.

## HOME AND FURNITURE EXPOSITION

"Own Your Own Home Exposition will be held during April in both Chicago and New York; and a "Home Beautiful Exposition" will be held in Boston during the last week of this month.

## WILL CANADIANS DO LIKEWISE

A "National Better Homes" Week will be inaugurated by President Harding during October next, at the behest of the retial furniture associations of the United States.

## SPLENDID FILING CABINET CATALOGUE

The Globe-Wernicke Co., Ltd., Stratford, Ont., have just brought out their catalog No. 822 devoted to Globe-Wernicke filing cabinets. This company originated sectional filing cabinets and sectional bookcases, and has brought out these products to a high state of mechancial and artistic perfection, and in this present calatogue the company explains and illustrates the new features of their filing cabinet lines.

The unit idea is an economical factor in modern business, and the Globe-Wernicke system allows of standardization and uniformity, and in addition gives protection. This catalogue of 32 pages is full of ideas and suggestions for the office man in the way of simplified record saving methods and the horizontal and upright units are so described that the system man can tell at a glance just what would suit his requirements.

## LLOYD CARRIAGE WINDOW CONTEST

The Heywood-Wakefield Co. are conducting a "Lloyd carriage window display contest," from April 10 to 22, similar to last year. Prizes of $100 for the best; $25 each for the next five; $15 for next ten; $10 for next forty, are among the inducements offered dealers to dress and trim their windows.

## HUNDRED YEARS IN FURNITURE SELLING

The two Canadian branches of Woodhouse & Co., at Montreal and Toronto, are celebrating this month, through a special furniture sale, the One Hundreth Anniversary of its founding.

It is just 100 years since James Woodhouse opened the first Woodhouse Shop at Newcastle-on-Tyne, England. Today there are twenty such stores in Great Britain, besides the Canadian stores. The head offices of the company are at London, England, and branches are in the larger centres of both England and Scotland.

## MILLAR-SCANDRETT CO. ENLARGE LINES

Millar-Scandrett, Ltd., London, Ont., has been incorporated with a capital of $100,000 to take over the business of the Ontario Spring Bed Co., Ltd. The directors are: C. J. Adams, president; A. E. Tanton, vice-president; S. W. Scandrett, secretary-treasurer; A. E. Millar, manager; and F. F. Steer. This company are continuing the making of the "Adjusto" mattresses and a line of high grade brass and iron beds, springs, mattresses and pillows; and in addition are now manufacturing cedar chests, medicine cabinets, hammock couches, etc..

The plant at 365-369 Thames street has been enlarged to take care of these added lines, and the prospects are that 1922 will show much larger production and sales than ever before.

## SPLENDID CATALOGUE OF MOULDINGS

The Phillips Mfg. Co. Ltd., Toronto, are this month bringing out their newest and latest Catalogue L. descriptive of their vast range of mouldings, mirrors and pictures. The catalogue takes up 158 pages besides cover, which is of a buff-fawn color, with embossed lettering in black and orange.

The fronticepiece gives in brief, a history of the company since its founding in 1877. Then follows a page of information for dealers, a general index and a separate moulding index, as this line takes up sixty-odd pages of the book.

In mouldings a noticeable feature is the period designs. These are wholly new. Prominence is given the Hogarth and Whistler designs. Then follows page upon page of illustrations of picture and room mouldings in antique, grained, polished, gold brown, circassian oak, composition and others in various grades from the cheap to the best, to suit all classes of trade.

Separate departments are devoted to plate rails and picture frames; portrait and photo frames; hand carved frames and fraternal society frames; oval and convex oval, portrait frames.

In pastels the Chandler pictures are featured, the Phillips Mfg. Co. being the Canadian representatives for these. Water colors, ornamental placques and novelty framed pictures are other lines, the framed pictures being very extensive, embracing oleographs, Imperial and Royal photograveurs, hand painted, baby, religious, land and sea scapes

The "Lyday" photogravures, a photo-gelatine process picture of old and modern masters are new.

Then there are wall pockets, serving trays, framed mirrors, bathroom cabinets, picture frame supplies and tools. A separate price list accompanies every catalogue, a pocket in the inside back cover being constructed to hold this.

## NEW TRAVELLER FOR STRATFORD LINES

The McLagan Furniture Co. Ltd., have appointed P. S. Taylor to their travelling staff to take over the territory in northern and eastern Ontario, for the last couple of months covered by Harold Magwood, who has been transferred to the Alberta territory, and up to December last by Wm. Stern. Mr. Taylor is a Hamiltonian, and was until recently manager and buyer for the furniture department of the Marshall-Eccleston Co. of Timmins, Ont. He is a young man with a thorough knowledge of furniture, particularly the retail end of the business.

Besides the McLagan furniture lines, Mr. Taylor will sell the Stratford Chair Co., the Farquharson & Gifford Co., and the Stratford Bed Co. lines.

W. Bruce McMurty, son of the president of the Gold Medal Furniture Co., has been appointed advertising manager for that company.



One of the new line of wing rockers which the Queen City Furniture Co., Ltd., Vine Avenue, West Toronto, is featuring for this spring season.



A splendid window display of a livingroom made recently by J. Marcus, a St. John, N.B., furniture dealer.

# DRAMATIZING THE WINDOW DISPLAY

**Good window pictures and merchandising—Make the displays appeal—Plan before dressing—Some good rules to follow—Helpful hints and suggestions for the man who trims the window.**

WINDOWS as an aid to merchandising are so important that a volume could be written about their value and how necessary it is to dramatize their settings. Well-planned and well-executed window displays have a dramatic appeal that is almost irresistible, and clever shop owners are quick to realize this and avail themselves of this important means of advertising their wares.

The window can always be turned to good account by the men and women in the drug business, and wonderfully attractive display can be made with but little expenditure of money, and will prove extremely valuable aids in drawing customers to the store.

Someone has surely said "decoration begins with the lines of a room," so surely decoration of windows must begin with the background. You must remember that the success of your window display depends largely upon harmonious coloring and the blending of many objects, consequently the greatest care should be taken as to the tone of background employed. It should be soft and neutral, but not sombre in key.

In showing most lines of wares the goods themselves are so attractive that it is not necessary to have anything ornate. But this very simplicity, however, makes it essential that your background be rich and artistic, even though it be extremely simple.

If, however, you wish to build an elaborate background, as some of the large department stores develop so delightfully, remember not to put much merchandise in your display, as it kills the effect of these elaborate backgrounds. If you wish to show a large line of seasonable merchandise, have the background very simple.

Many lines handled by druggist are attractive enough without much else in the way of decoration, and far more important is the combining of certain objects of beauty that enhance the charm of each other by clever placing, than to spend too much time on the background, though the necessity of a proper choice of some soft neutral color cannot be overstressed.

A good rule to follow is to place the smaller articles close to the window, so that people can inspect them easily. But whatevr lines you carry do not fail to display them where they can be easily seen, read and inspected. How often have we all lingered before windows where charming things were shown, and how many times have we gone inside the shop

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## YOU'LL HAVE TO SHOW ME !

By James Edward Hungerford

If you are a dealer, with *good* goods to sell,
Fix your show windows, to show 'em up *well;*
I am dead anxious to see *what* you've got—
A glance—an' I'll know if I *want* it—or not;
An' if your windows with me make a *hit*—
You've won a *customer*, friend, an' I'm IT !
Fill your show windows with things I can *see*—
I'm from *Mizzoury*—you'll have to SHOW me !

When I'm out scoutin' for good things to buy,
Every window is catchin' my eye;
I look into this one, an' look into that—
Some are *appealin'*—an' others are *not !*
My wallet's heft, with money to spend,
As down the highway I leisurely wend,
Poking about, seeing *what* I can see—
I'm from *Mizzoury*—you'll have to SHOW me !

If your show windows appeal to my eye—
An' you've got goods that I'm *wantin'* to buy,
You've won a *customer*—an' I'll waltz in
With my thick wallet—an' wearin" a grin !
An' I'll go out, packin' bundles galore—
Singin' your praises—an' boostin' your store !
So fill your windows with things I can *see*—
I'm from *Mizzoury*—you'll have to SHOW me !

and purchased many items we would not have deemed possible had we not been lured inside by the desire to secure some of the articles that held our attention when first we stopped to inspect them.

### BEWARE THESE COMBINATIONS

In using colors in the window beware of the following as they make very poor combinations:

Blue with blue-green.
Blue-green with yellow.
Blue-green with green.
Blue-green with yellow-green.
Blue-green with turquoise.
Normal green with turquoise.
Turquoise with yellow-green.
Green with orange-yellow.
Orange with purple.
Violet with normal-red.
Violet with scarlet.
Red (of any kind) with pink.

### SEND US THAT WINDOW PICTURE

When you have a good window display, if you can't secure a photo of it, write us a brief description giving the outstanding points, and send it along to us. In this way, your window can be passed along to the trade, and our work in the interchange of business ideas furthered.

You don't need to be a literary man to send us a description of your window. Just tell us about it in your own words and, if necessary, we will whip it into shape for publication. What we want is the idea. That is more important than fancy writing. So bear us in mind. Why not send us a line regarding that window of yours right away—to-day.

### OLD STORES MADE MODERN

In many parts of the country there are still to be found dealers doing business in old ramshackle buildings, whose construction has been left untouched for years and years.

In most of these buildings the ground floor of the store is two or three steps up from the sidewalk. Now, naturally, a dealer doing business in such a building is laboring under a great disadvantage. His stock of goods has had no doubt kept pace with the times, but absolutely no alterations have been made on the building itself.

Of course, these conditions still exist to a large extent because of the fact that the dealer is renting the building, and the landlord refuses to make the desired alterations. Or, perhaps, nothing has been suggested whereby the building could be improved. On the other hand, thousands of such stores that are two or three steps from the sidewalk have been altered into really modern store buildings.

Now, what we would like to obtain, is information as to just how this has been accomplished We would like to get photographs of the old store as well as photographs of the new building showing the great improvement in the appearance. We would also like to get the experience of the dealer doing business under the new conditions.

Suggestions along this line could be used very extensively in changing store fronts, store buildings, and interior arrangements. There are certain store windows that meet the requirements of the furniture business for display purposes, and information on this subject should prove valuable.

Let us hear from you and let us give your brother dealers the benefit of your experience.

## SOME TRAVELLERS TALES

### SOME THRILLER

Bert Menzie —"Do you play football?"

Bill White —"No but I do love the thrill of a hard game of dominoes."

### GIVE A MAN A CHANCE

Says Clarence Coryell; One of my furniture traveller friends got on a street car with his seven months' old baby. He handed the conductor a ten spot and the con. asked, "Is that the smallest you get?" "Sure" replied traveller "I've only been married a year.

### SHOULD BE FREE.

Jack McLaughlin was recently up north, where he heard that the governor of the of the local jail is said to have received a petition from a group of workers:

*"Dear Governor—*

*"We want you to get Jim Rickets out of the jail. He was sent up for two year's for making moonshine. We want him back because he is the only one among us who can make good licker."*

### FISH NEED EDUCATION.

This is a dry old world. Tom Chadwick says he is sure of it after hearing the following conversation in the Eaton store's waiting room:

"Charley, this prohibition makes me sick. Its so dry at Iron River, where I came from, that all the horses were going around with their tongues hanging out."

"Gee that's nothing, Les. It's so bad up at the power dam that fish five years old haven't learned even to swim."

### THE CAPTAIN WAS STUCK.

When Bill Winterhalt was running for coutny clerk up in Waterloo recently he had to talk to small groups of farmers. Of course, he wanted to make a hit, so one day he told the farmers that he once tilled the soil and that he could do anything on the farm. A country wag then piped up: "Say, mister, kin you lay an egg?"

### HARD TO BEAT

Last night I held a little hand,
So dainty and so neat,
I thought my heart would burst with joy,
So wildly did it beat.
No other hand unto my soul,
Could greater solace bring,
Than that I held last night,
Which was
Four aces and a king:—Percy Brown

# EFFICIENT ADVERTISING FOR *the* RETAILER

## Judicious advertising in your local newspaper increase your turnover—Cost not prohibitive—Manufacturers will assist by supplying cuts free of charge—Do not neglect possibility of increasing sales

Written for Canadian Furniture World by H. W. BUCKLEY.

THE average furniture dealer in Canada buys a certain amount of advertising space from his local newspaper every year—we speak particularly of the dealer in the smaller sized town. From checking over copies of country town newspapers that come into our office regularly, we estimate the average size of space used is two columns wide by five inches deep.

Now we have no criticism to give to the dealer who makes this investment—it's a good investment. On the face of it he should get his money back many times over during the year. But does he?

We venture to say that easily two-thirds of the buyers of this advertising space look upon their investment as a necessary "donation" towards the support of an editor and his family. The editor is a good citizen, his family are good citizens, and more than likely personal friends of the dealer. Anyway he will probably take out a good portion of the advertising account in trade.

If you look upon your advertising accounts as "donations" they will amount to just that, and when the editor comes around about once a month for change of "copy" you will continue to instruct him to repeat the last ad.

### Christmas Announcement in February

In connection with this the writer has in mind a Christmas card that was inserted as late in the new year as February 3rd. Needless to say some of this dealer's customers would appreciate his good wishes, but we are inclined to think that the customer who had presented his good wife with a new diningroom suite for Christmas and was watching the coppers in order to make his payments promptly would not take any keen enjoyment from such an advertisement. Certainly a Christmas greeting will not sell merchandise in February, and yet such an advertisement has its place.

If this particular dealer, and many others who are neglecting the possibility of increasing their sales by advertising their wares, would take an hour off and figure out just what they have in stock and how they could advertise it, we would be getting just a little nearer to the equivalent of those days during the war when we didn't have to watch our advertising in order to make a respectable turnover.

You should have "new" copy in your home newspaper every time it is published—copy in the form of an announcement of seasonable furniture mentioning the price will bring you results every time.

At this season of the year tell your trade about the serviceable verandah and lawn furniture you have in stock; the swings for the kiddies and grown-ups; furniture for the sunroom and the summer cottage. Make your advertisement real and the wording snappy. You can make it appeal to even the grumpiest of your prospects.

### Suggest Seasonable Furniture

Try to make them think of the way a new piece of furniture on their porch will add to their comfort; how a swing on the lawn will add hundreds of dollars to the appearance of their home, and how an inexpensive suite of furniture in their sunroom adds a most attractive room to their house.

Almost every home lover in your town will find a place for more summer furniture, and prices on this line of merchandise are certainly not prohibitive.

Then, there are sectional bookcases which are always in demand after the spring housecleaning. There are washing machines and kitchen utensils which are now being handled by a large percentage of the furniture dealers and a host of inexpensive articles that can be advertised in order to get your prospect into your store.

### Get Prospects into Store

That is the best thing you can do—get them into your store, where they can see the Chesterfield suites, diningroom, bedroom, library and den furniture neatly displayed.

When you buy a suite of furniture from the traveller insist on him sending you a cut for your newspaper advertising so that you can show your trade something new. Do not forget that country newspapers are thoroughly read by every subscriber and a nice cut always attracts attention. Most manufacturers will be glad to send you a cut of the suite you order from them—in fact the more prominent manufacturers have cuts made up just for this purpose.




Some good examples of current advertising which Canadian furniture dealers have been running in their local newspapers. These have been culled from Nova Scotia, Manitoba and Ontario papers.

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"Advertising which chugs along day in and day out, fair weather and rainy alike, makes the big impressions. When men, now middle-aged, were young, Mammoth cave was known by everybody as one of the natural wonders of America. It was advertised then, but the advertising stopped. Do you know where Mammoth cave is?"—Exchange.

## TRUTH IN FURNITURE ADVERTISING

IN all branches of the furniture trade and allied industries, terms to accurately designate woods in furniture have been discussed during recent months.

Dealers, who face a fixed and definite responsibility to the buying public for representations made in advertising and on the sales floor, or for impressions given by what is left unsaid, are as a rule keen for the adoption of terms which will tell the public the truth and become the standard of practice in the trade. Manufacturers of the finished product, and millmen who turn hardwood logs into lumber and into veneers and plywood, are much interested. Enlightened self-interest prompts almost the entire furniture world to desire participation in framing terms to conserve and increase public confidence and to act as a curb on practices which deceive or mislead the public and thereby react to the detriment of the entire industry.

Various reasons are ascribed for the lively interest in this subject. Some manufacturers, a small minority, however, attribute it to the interference of interests with axes to grind. These makers assume a "laisse faire" attitude and want to be let alone with the old established customs which they themselves and their retail trade understand. But manufacturers of different vision, and it appears that they are in the majority, perhaps feel that these old customs are old enough to die; they have expressed a willingness to join in the effort to establish new customs which are sound from trade and consumer point-of-view.

### A Retail View

Recently, certain retailers have spoken to the public plainly on this subject. The John Wanamaker Store at New York, in announcing its February Furniture Sale said, under the heading "What You Buy":

"During the war, because the Government commandeered much of the mahogany and walnut in the country, manufacturers began making the legs and hidden parts of mahogany or walnut furniture of gum, birch or some other wood. Birch and gum-wood are excellent for the purpose, but they are not mahogany or walnut and it may be misleading to call such a piece of furniture mahogany or walnut, as has generally been the custom.

So we have adopted for the marking of our furniture stocks these names and classifications....."

The Wanamaker standards read as follows:

"*Solid Mahogany* means the actual solid mahogany for frames, styles, standards, tops and panels and in every part of the furniture where mahogany not veneered can be used without warping or splitting.

*Solid Walnut* means the actual solid walnut for frames, styles, standards, tops and panels and in every part of the furniture where walnut not veneered can be used without warping and splitting.

*Mahogany* means veneers of mahogany with the solid parts of real mahogany.

*Walnut* means veneers of walnut with the solid parts of real walnut.

*Mahogany Combination* means mahogany veneer on panels, fronts and tops, with gum-wood or birch posts, styles or mirror-standards and frames.

*Walnut Combination* means walnut veneer on panels, fronts and tops, with gum-wood or birch posts, styles or mirror-standards and frames.

*Mahogany Finish* means birch or gum-wood finished in mahogany color and grain.

*Walnut Finish* means birch or gum-wood finished in walnut color and grain.

Kindly note that for certain purposes veneer is better than the solid wood—many small tables, cabinets, chairs, etc., are better made of solid wood, but large panels are safer and probably more beautiful when made with a core veneered twice on each side, producing what is called in the trade as 'five-ply-veneer.'"

### LET US HELP WITH YOUR ADVERTISING

You send us a specimen of your advertising copy —we tell you if it can be bettered, and how. That, in a sentence, is the object of the Ad Clinic we intend conducting in CANADIAN FURNITURE WORLD and which we hope to continue for a number of months to come.

If your advertising isn't producing the results you think it should, perhaps we can help. We'll reproduce your ad in the WORLD and point possible ways to make the copy yield greater returns. If necessary, we'll have the ad reset, the new form showing a better arrangement.

There is, of course, no charge for this service. And if you request it, your name and that of your store will be eliminated from the reproduction.

The advertisements submitted needn't be taken from newspapers if you are using other mediums. We are prepared to discuss store papers, hand-bills, letter-heads—any form of printed advertising that is used by furniture dealers.

Send along specimens and let us help you get better results.

### ADVERTISING PREVENTS FAILURE

In a single week during a recent month there were 54 business failures in Canada. An overwhelming proportion of these were of firms of few years' standing and small capitalization. In the same period there were 470 business failures in the United States. An official of the Babson Institute, in commenting on these facts, said: "Many of the failures can be traced to a lack of advertising, both on the part of the manufacturer and the retailer, for the price of present-day merchandising could be materially reduced by extensive advertising, because extensive advertising increases sales. Increased sales mean increased production and a greater reduction in manufacturing and selling costs. It is the capital that remains tied up in unsold merchandise that causes the greatest financial embarrassment."

### SIMPLE ADVERTISING RULES

Truth in advertising builds reputation and character. In writing copy reach your man. Appeal directly to the senses. Be specific and concrete. Select a distinguishing superiority. Picture the article to convey actual or original experience. Advertising effects economies in securing distribution. Advertising can be cheap, twaddle or dignified and substantial.

Part of your advertising should be educational. It should advertise your service and what your store means to the community. The quality of furniture in your store is the same as elsewhere, but unless you talk about it your customers are liaable to be of the opinion that everything purchased in the city is of higher quality.

There is merit in most every form of advertising. Your problem is to choose the kind best suited to your use—then use it.

D. O. McKINNON
GENERAL MANAGER

W. B. HART
ADVERTISING MANAGER

Canadian
FURNITURE WORLD
AND THE UNDERTAKER

JAMES O'HAGAN
EDITOR

Published by The Commercial Press, Ltd., 51 Wellington West, Toronto

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VOL. 13. TORONTO, APRIL, 1922 NO. 4

TODAY'S THE DAY The present hour is the only one a man controls. In it he finds his sole opportunity for service, for achievement, for happiness. He may plan and provide for the future, but he lives only in the present. Tomorrow, next month, next year, if they come, turn out to be only todays. It is what a man does now that makes or breaks him.

We build only in the present. This does not mean that we are responsible only for the present. We all owe much to the future; but the future of our lives faces us today. There is no time for us to do anything worth while but in the present hour.

* * *

MORE ATTENTION TO WINDOWS With the coming of warmer weather people will spend more time upon the streets. This is a cue for the dealer who is awake to all the opportunities possible for the extension of business. More trade is possible by giving greater attention to windows. At this time of the year people will stop and give attention to a window display where they would not do so during the winter months.

Indicate to the public that spring is here by sprucing up your displays. Be the first to brighten up the appearance of your store. It is a trade advantage worth making the most of.

* * *

KNOW YOUR BROTHER DEALER It is a very desirable thing to know your fellow dealers. Their problems are similar to yours and you can help solve one anothers troubles as well as co-operate in many ways to mutual advantage.

When you get acquainted with the other fellow you find out that he is not such a bad fellow after all—that he is just trying to make an honest living the same as you and if he does some things different to you—of which you do not approve—it is because he does not see them in the same light as you do. Instead of merely condemning him why not get acquainted and point out to him the errors of his ways?

A good way of getting real well acquainted is by means of social intercourse. In this connection the writer recently attended a social evening of the grocers of Toronto at which a progressive euchre was indulged in by over 125 grocers and this appears to be a most excellent way also for furniture dealers getting on intimate terms with others in the trade.

It is bound to have a beneficial effect. When dealers begin to call one another by their first names they are bound to work well together in the solution of their problems.

If the dealers in your town have not been getting together in this way occasionally why not arrange for a social evening in the near future?

## HOW DID YOU START IN BUSINESS

NINETEEN TWENTY-TWO is going to be a good furniture year in more ways than one. We expect business to be a good deal better than last year, and we are looking for a bigger volume of trade than in 1921.

For our part we are going to inaugurate a contest month by month on some trade topic of interest to all those connected with the furniture trade, and we want all our readers to take part therein.

We want stories of actual experiences—something that has happened or is happening. It isn't necessary to be a skilled writer. You may use pen or typewriter, and you may make the articles as long as you like. The size of the man or the town doesn't count. It's the red meat that we want. The more personal the papers the better we shall like them. Don't be at all backward in the use of the upright pronoun, the little "I."

For the best three papers received month by month we will give prizes of Five Dollars, Three Dollars and Two Dollars besides allowing One Dollar for every other article submitted for publication.

The article chosen for the first contest is:

### HOW I GOT STARTED IN THE FURNITURE BUSINESS

There is always a beginning, and the circumstances which bring it about are usually intensely interesting. Tell us what induced you to become a furniture dealer in the first place; then tell us how you got your store. Or perhaps it was the other way around; perhaps you got the store first. A bit of autobiography is what it means, and if for special reasons you prefer to have us use some other name rather than your own, the matter can easily be arranged. Put the name you want used on the manuscript. Get in on this topic. It is a good one.

This contest will close on June 1, so between now and then write out your article and send it in to the

CONTEST EDITOR.
Canadian Furniture World.
51 Wellington St., West,
Toronto.

Next month we'll have a new topic.

# GOOD SALESMEN AID TO STORE'S SUCCESS

An article of interest to both employer and clerk—Clerk represents proprietor on the firing line

Written for Canadian Furniture World by DICK NEWBECKER

EVERY dealer realizes the fact that if he is to succeed he must make a friend and booster out of every customer who enters his store. As the dealer is not able to personally wait on each person who enters his establishment, it therefore behooves the proprietor to see to it that his clerks treat the store's customers in identically the same way that they would be treated as if the boss himself had waited upon them.

### Poor Clerks Spoil Whole Effect

Whatever the merchandising policies of the proprietor may be; however keen he may do his buying; however powerful his advertising may be; however thorough his method of drawing customers to the store, and however desirable and attractive his goods and prices may be, the fact still remains that all this counts for very little in the public's estimation, unless his clerks are courteous and polite. Discourteous clerks can and eventually will break any dealer by driving trade away faster than he can draw it to his store.

### Every Customer Has Cash Value

The dealer should impress the fact well upon his clerks. That every customer who enters the store has a cash value which can be determined in dollars and cents only when the sales clerk satisfies the customer. The clerk should also remember that it is much easier to make continued sales to old customers than to continually be going after new ones. To this end the progressive clerk should make a study of the wares he has to sell, the people he sells to and the way to create a desire to buy on the part of the customer. The clerk should further remember that every man or woman he waits upon is always impressed in one of two days, either favorably or otherwise.

### Know Your Goods

If you employ the elementary rules of good salesmanship and your individual accomplishments in a courteous and polite manner, you will evidently leave the right impression. In fact, this is the only kind of an impression, the self-respecting clerk will leave, with either a customer or inquirer. We all have entered stores at times when, upon inquiring of the clerk as to what a certain article was and what it was used for or in what manner, received the reply, "I dunno." All he or she did know was that it retailed for so much and that was learned from the price tag. You wouldn't consider that clerk capable of selling you a large bill of important merchandise, and neither would I. If such a clerk always waited upon me when I entered that store I would eventually withdraw my trade and deal with a store which had sales clerks who know their business.

### Be Able to Answer All Enquiries

The clerk, however, who has his employer's interests at heart will try and acquaint himself enough with the store's products to please the customer by anticipating his wishes. He will give his best to the customer's enquiry and give the most trifling detail of any product the store may be handling to the customer's satisfaction.

In the majority of cases the trouble experienced with an unproductive sales force is not so much the fault of the proprietor or the store's merchandise as it is with the sales clerks themselves. There are many sales clerks who think they are only an unimportant cog in the commercial life of the store. "Why should they try to build up a trade for the store, when the boss would be the only one to profit thereby?" The quicker the proprietor who has clerks of this type in his store gets rid of them and replaces them with clerks of the efficient type, the quicker he will stop losing customers and see his profits grow.

### Clerk Also Helps Himself

The sales clerk should always remember that he can help to establish a place for himself as a person of importance in the locality, providing he is polite and courteous, and becomes the counsellor of the store's customers. Therefore, the more he pleases his customers the more he will grow in their importance, the more he is thought of by the store's trade, the more valuable he will become to his employer, and the better his employer will be enabled to advance him.

A house divided against itself cannot stand; neither can the sales clerk be disloyal to his employer and become a successful sales person. A fair example of how this often works out can be cited in the following recent occurrence: An elderly man recently entered a grocery store, and during his conversation with the sales clerk, who was waiting upon him, asked him, "How do you like your work here?" The sales clerk did not recognize the importance of loyalty to his employer. The next day the same man entered the store and refused to be waited upon by the same sales clerk, replying that he himself had employed clerks in a store and he would not employ a disloyal clerk, nor be waited upon by one.

Cordial service, sincere politeness, loyalty and courtesy are the principles which the sales clerk should observe every minute he spend in the store.

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## PREPARE FOR SPRING BUSINESS

It seems part of the order of Nature that Spring is to be the "dress up" period of the year. Trees leave, Grass sprouts, Flowers bloom, Houses are remodeled and painted. Man buys new and bright raiment. There is an inborn feeling that Spring is the time to lay aside the old and come forth with the new. The dealer who fails to appreciate this feeling is thereby creating the impression that he is a back number and does business in a haphazard manner. Prepare for Spring. Re-arrange your store, changing locations of stocks on your floor. Tear down the old signs and put up new ones. Change the divisions of your stock, bringing goods used for Spring and Summer to the front. Display Spring goods in the window as early as possible, heralding the coming of Spring. Your store will then seem to be a new store. The remarks of your trade will tell you they take notice of changes.

# *Office Chairs Combining Price, Quality and Utility*



70—SIDE CHAIR

THE business man customer of yours is going to demand Price, Quality and Utility in making his selection of appropriate office chairs. These chairs, therefore, combining as they do a somewhat lower price with careful workmanship, sturdy, serviceable design, and last but not least, comfort, will be the immediate selection of the man who appreciates real value.

These three styles shown go well together and are suitable for practically any size office. For the school teacher also, the practical common sense design affords long time usefulness. Careful finishing enables these chairs to stand average abuse both in the office and in the school, and still retain their good looking qualities. Bear these chairs in mind when quoting on School Board supplies.

Let us put a sample of each on your floor so you can judge their worth and re-order when necessary.



73—ARM TILTER



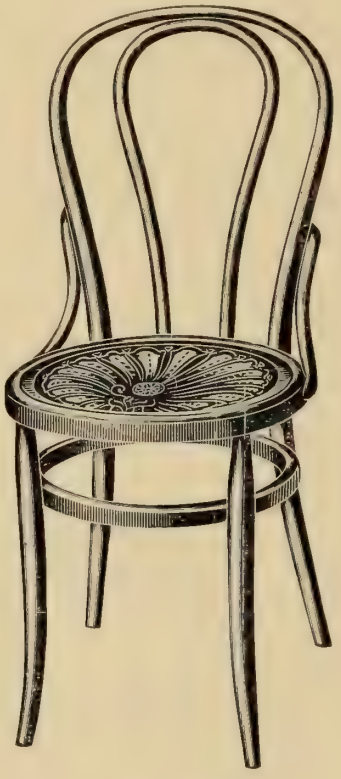
72 - ARM CHAIR

MEMBER HOME FURNISHINGS BUREAU, INC. 1921 — BETTER FURNISHED HOMES MEAN GREATER HAPPINESS — TRADE MARK REGISTERED

## THE NORTH AMERICAN FURNITURE CO., LIMITED
## THE OWEN SOUND CHAIR CO., LIMITED

OWEN SOUND, ONTARIO

# Bentwood Chairs



No. 1800

BENTWOOD CHAIR No. 1800 is light in construction, yet is strongly built to stand a lot of hard usage, and is used extensively for Ice Cream Parlors, Restaurants, Factories, etc. In fact opportunities for its sale are practically unlimited, and you will always find it an excellent seller. This chair should be stocked by every dealer.

*We Manufacture*

REED FURNITURE
of every description

DINING ROOM SUITES AND CHAIRS

LIVING ROOM CHAIRS, ETC.



No. 920

CHAIR No. 920 is particularly suitable for kitchen use, and in many cases can be used in the dining room. Strong and serviceable it gives real satisfaction.

*A line from you will bring further information regarding our complete line.*

## The North American Bent Chair Co. Limited

Owen Sound, Ontario

## BUY AT HOME

Under this striking heading the Sydney (C. B. ) Post prints this in three column space among its local advertisements:

"First patronize your own town or village merchant; he knows local conditions and local requirements. He, if living in the village, is probably part farmer, part merchant; if living in town, is only a graduate from the farm. The local merchant whether in village or town is an economic necessity.

"For a moment, give thought to the first question that arises. What I do without the local merchant, where would I get the ordinary necessities of life?

### Buy From The Local Merchant

To whom do we look for everyday necessities—Kerosene Oil, Sugar, Tea, Flour, etc.,? Some of these lines many merchants tell us, are sold without a cent of profit, and they are lucky if they obtain overhead expenses, they are supplied simply as a friendly accommodation, very often are carried on the dealer's books for months, sometimes not paid for at all.

"If making use of the local merchant is an accommodation, why not in all fairness honor him with those dollars that we send out of the community for the more intimate and personal requirements?"

## ARE YOU GETTING YOUR TOWN'S BUSINESS

Many merchants might ask themselves this question and they would perhaps find it difficult to answer. It is very helpful to know with some degree of accuracy just what percentage of the business of your town you control.

As a means to an end, take a list of ten of your leading sellers and endeavour to ascertain the per capita consumption of each. Muliply the figure by the population of your town and you are then in a position to judge from your sales of these particular items, whether or not you are doing the volume of business the figures indicate.

By giving this subject a little study any dealer would be well rewarded by the knowledge it would give him of the sale of the different products investigated and in the satisfaction of knowledge where he stood in relation to his competitors.

# NEWS OF THE TRADE

E. Zeigler, sales manager of the Elmira Furniture Co., is on a business trip for the firm in Western Canada.

W. R. Phillips, Ltd., makers of frames, mirrors and mouldings are locating in Oshawa, Ont.

The Columbia Graphophone Co. intend enlarging their

Parkers' Ltd., Calgary, have added a furniture and carpet department to their business.

George Lippert, Sr., father of Herb. and George Lippert of the Lippert Furniture Co., Kitchener, Ont., died within the month from blood poisoning.

R. A. MacGillivary of the Kitchner Furniture Co., has been appointed sales manager of the Wiarton Furniture Co.

S. M. Smith, an old-time funeral director at Listowel, Ont., died there recently.

C. Henri Duclos, who has been president and owner of the Crown Furniture Co., Limited, of Quebec City for six years, has decided to run the company in future under his own name as successor to the Crown Furniture Co., Limited.


?

Are you putting our labels on your Marshall Cushions?

The public demand it.

No cushion guaranteed without our label.

**Marshall Ventilated Mattress Co., Limited**

**Toronto** **Winnipeg (Parkhill)**

**Chicago** **London Eng.**



# News Of The Canadian Furniture World

J. J. Richardson, has sold his furniture and hardware business at Markdale, Ont., to Walter Perkin.

The Montreal Upholstering Co., with headquaters at 1613 Clark Street, Montreal, have opened up Ontario showrooms at 99 King Street, West, Toronto.

The Phillips Mfg. Co., Toronto, are bringing out a new catalogue covering their lines of mouldings, frames, framed pictures, mirrows and sundries.

The Heywood-Wakefield Company of Canada, Ltd., has been incorporated as successors of the Lloyd Mfg. Co., to manufacture The Lloyd patented loom products in baby carriages and furniture.

Mr. Thos. F. Sherrard, father of J H. Sherrard, president of Simmons, Ltd., Montreal died recently at Moncton, N. B., age 88 years.

The Strand House Furnishing Co, Toronto, has been registered.

Young-Canada Products, Ltd., has been registered at St. James, Man., to make woodenware, toys and furniture Capital, $20,000. Richard Power manufacturer, is head of the new company.

The Owen Sound Chair Co, recently sent two carloads of chairs to Ottawa for the new Parliament Buildings there, that company having the contract for supplying chairs for the new buildings.

J. A. Minchner, manager of the North American Furniture Co., Owen Sound, Ont., who recently visited Grand Rapids, Mich., states that while conditions in the Canadian furniture industry are not ideal they are better on the whole than on the other side. Mr. Minchner is hopeful of considerable improvements in the next month or so.

The Jewett Phonograph Co., of Canada Ltd., Windsor, Ont., was recently granted a federal charter to manufacture and deal in phonographs records and other accessories. Capital $950.000. Two of the incorporators are E. H. Jewett and J. M. Seymour, both of Detroit, Mich.

Daniel Knechtel of Hanover, Ont., has offered to purchase the J. S. Knechtel residence in that town and present it to the municipality for a hospital. Mr. Knechtel also offers to donate $5000 towards equipping the building.

The North American Furniture Co., Limited, Owen Sound, Ont., contemplate throwing open their showrooms to the public and thus giving the citizens of Owen Sound an opportunity of examining the high-class furniture produced by this company and its associate, the Owen Sound Chair Co.

The Victoriaville Furniture, Ltd., of Victoriaville, Que., are now making a line of solid walnut furniture. This is being trade-marked and sold under a guarantee to the effect that solid walnut only is used in all exposed parts. This company recently opened display rooms at 366 St. Catherine St. East. Montreal, with N. J. Cote in charge.

The Compo Company Ltd., Lachine, Que., have been incorporated to manufacture and deal in gramaphones, and other musical instruments. Capital $100.000. Among the incorporators are J. S. Lovell and C. D. Magee, both of Toronto.

J. Oliver & Sons, Ltd., furniture manufacturers, Ottawa, are this year celebrating their Diamond Jubilee, being their 60 h. anniversary in business.

Dupuis Freres, Ltd., conducted a "54th anniversary progress" sale during the month of March.

Joshua Kaiser, bed manufacturer, at 570 Richmond street, west, Toronto, is dead.

J. F. Cairns, Ltd., have sold their business at Saskatoon, Sask., to the Hudson's Bay Co.

F. Moss, formerly proprietor of the Preston Furniture Co., has been appointed Canadian representative of the Freiberg Mahogany Co. of Cincinnati, with headquarters at Toronto.

W. Leslie Brown of Elmvale, Ont. has purchased the furniture business of S. S. Russell at Erin Ont.

C. Homer Ford, of the Interior Hardwood Co. Ltd., Kitchner, Ont., with his wife, visited the U. S. Pacific Coast cities recently.

The North American Furniture Co., Owen Sound, Ont., have opened a factory showroom for a combined exhibition of their product as well as that of the Owen Sound Chair Co.

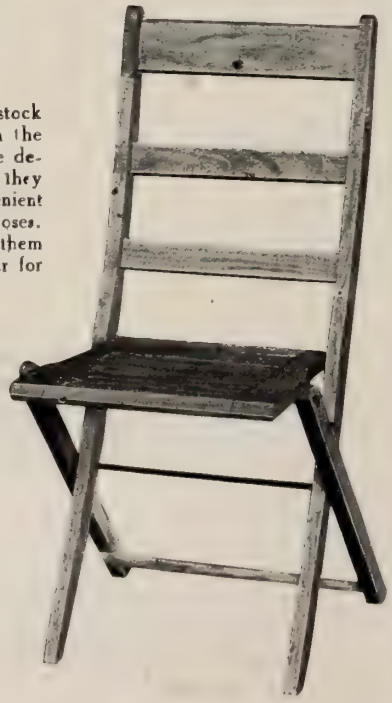
Alym's, Ltd., Montreal, held a successful "Made-in-Canada" exhibition and sale during the past month. The Mayor of Montreal opened the exhibition.

E. A. Stevenson, formerly manager of the Regal Phonograph Co., has been appointed manager of the phonograph department of the Gold Medal Furniture Co., Toronto. That company intends to greatly enlarge its line of phonographs, and will also appoint dealer agents.


**Folding Chairs**

Now is the season to stock folding chairs. With the coming of summer the demand is increased, as they are particularly convenient for all out-door purposes. Dealers can also rent them at all times of the year for social gatherings etc,

This is a live line to carry—decide on your order now.



*Chair No. 112*
*Natural Gloss Finish*

THE CHESLEY CHAIR CO., LIMITED
CHESLEY - ONTARIO



No. 2015 Dresser



No. 2015 Vanity Dresser

This attractive suite is made of gumwood and can be supplied in either Gum or Ivory finish. We can also supply you with bedroom chairs and bench to match.



No. 2015 Chiffonette



No. 2015 B. Bed

# The Krug Bros. Company, Limited

Chesley Ontario

# ARE ELECTRICAL GOODS A PROFITABLE SIDE LINE FOR FURNITURE STORES?

One Canadian firm that is making a success with it—The experience of a U. S. furniture dealer.

The retail furniture dealer who is not handling a sideline of electrical supplies and fixtures today is missing business and profit he could obtain by immediately installing a line of electrical supplies; for today, as never before in the history of the world, there is a popular demand for electrical goods. Thus said an American furniture dealer in discussing business conditions across the border with one of our representatives a few days ago,

On looking through our Canadian papers, after hearing such a remark, one is struck by the thought that few of our Canadian dealers handle electrical goods at all. There undoubtedly is a reason for this. We have not so many large centres as the United States, but we are living in an electrical age.

The Burroughes Furniture Co, Ltd., Toronto, is one furniture firm that has grasped its opportunity and is making the best of it. For they are quick to see that this is the electrical age.

Houses built today are prepared for electricity. The coal oil lamp is almost forgotten means of light save in the very small out-of-the-way towns not large enough to support a power plant.

There is a retail dealer located in our next town, said the American dealer above referred to, a man who only recently established electrical fixtures and supplies as a sideline—but within the first six months he discovered this particular business expanded to such an extent that he was forced to turn it into a department and operate it as such. Today he is recognized as a dealer who carries a complete and thorough line of guaranteed electrical goods, and he says that adopting the electrical sideline was the biggest step toward success and early retirement from business he ever registered.




This Toronto furniture house takes big space quite frequently to tell of their electrical lamp lines.

"It was funny," this dealer told me in conversation the other day. "A former salesman of mine chanced to open up an electric house in a town of some 20,000 and two years later, passing through on a visit, I drop in to see him.

"Now mind you, times were supposed to be hard Money was scarce. Business tight. Yet, during the 25 minutes I stood in there talking with him, his clerks sold $355.75 worth of stock. No, it was not charged. Some paid cash and two gave checks—but those 25 minutes decided me that vacant space in my store should be put to work.

"I spent an hour talking with him, getting inside inmation on steps to take in putting this new line across from my end of the game. When I boarded the train for home I was prepared to open my new department.

"My first step was to stock up with reliable goods. The stock I handle is of the best. Guaranteed by the manufacturer I can place full faith in it. And since opening this branch I have found this one of the greatest boosts for the electrical line.

"To handle inferior grades of stock that sell for low prices and that give satisfaction once or twice only to become useless after the third or fourth time used is what causes the people to become disguisted and say: 'Them newfangled devices they're getting out nowadays ain't worth lugging home.' It is the manufacturers of the cheap articles that harm advancement of the guaranteed stock.

"The advantages of this line are easily seen. Everytime I see a building permit has been issued I immediatly get in touch with the builder or contractor and acquaint the builder of my stock of fixtures. This leads to the sale of bulbs, hanging clusters for the parlor, dinneingroom and boudoirs; it leads to the sale of electric irons, vacumm cleaners, waffle-griddles and percolators. It leads to the sale of electrical "steam" heaters and washing machines.

A card of congratulations to the couple starts it off, a visit begins the work, and if I learn they are to occupy a house it means sales of both furniture and electrical goods by my establishment.

"The electrical line should be carried by all furniture dealers, for it is a profitable line and a business maker for furiture sales also.

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## ON THE EASY INSTALLMENT PLAN

"What's all that noise gwine on ovah at you' house last night?" asked one old colored woman of another. "Sounded like a lot of catmounts done broke loose."

"Dat? Why dat was nothin' only de gen'man from the furniture store collecting his easy payments."

# GOOD THINGS FROM OUR EXCHANGES

*Arranging The Furniture Stock—Cost of Not Selling—Were I a Furniture Dealer—Brighten The Store—What Dealers Must Do.*

## ARRANGEMENT OF FURNITURE STOCK

THE modern retail furniture dealer has a real problem in the proper grouping and arrangement of his stock. The relation of stock display as the largest individual aid in selling and making for a rapid turnover has become generally recognized, while the consequent sales thus attained naturally reduce the overhead or operating costs—a situation which all progressive retailers are striving to bring about. The need for proper arrangement, grouping and display of stock on a definite plan is apparent.

A well-defined, logical relationship should determine the linking together of departments. For example, the stove and household ware sections might be adjoining, the one acting as a suggestion of additional purchases of items forgotten or unthoughtof, as well as being a real convenience to a customer. An efficient layout of store plan has the added advantage of economy because a smaller number of salespeople can satisfactorily look after a larger section of the floor, being a practical illustration of the constant effort to keep overhead expenses at a minimum.

It cannot be stressed too strongly here that since conditions in different communities vary so widely, it would be folly to try to duplicate the grouping and arrangement of stock exactly as found in another store. Especially is this true in stores in different retail sections of a city catering to varying classes of trade, or in stores in the smaller communities. Each furniture store has, in the main, its own grouping and arrangement problem, which will be affected by the size and variety of stock carried, as well as the available floor space.

It is evident that to obtain the most satisfactory results, your stock must be arranged for display and grouped in the way thaat a study of your particular conditions clearly shows to be the most helpful for your business and your customers. Accessibility of merchandise to salesmen and customers is a prime consideration.—*Pacific Furniture Trade.*

## THE COST OF NOT SELLING.

AN interesting merchandise journal suggests that during the past year manufacturers, wholsalers and retailers have learned a good deal about the cost of "not selling."

The cost of selling has been and should be discussed a good deal, but the "cost of not selling" is far greater than the cost of selling.

The cost of goods which remain on the shelves is a good deal more than what was paid for the merchandise, plus the cost of delivery at the store. Money is tied up in them and so is the valuable space they occupy.

The longer the goods are kept the less valuable they become, yet their cost is increasing. The alert merchant is constantly studying merchandise with a view to only buying what he is quite certain can be sold within reasonable time, but the man who so conducts his business as to entirely avoid buying very slow sellers and shelf stickers, has not been born yet.

Great care in buying, not yielding to the temptation to buy too much, is essential. When something doesn't sell the thing to do is to display it conspicuously, call attention of customers to it and see that it is sold, not six months from today, but now, before the goods have become stale in appearance. Sell them anyway and by making whatever special extra efforts are necessary. Then the cost of not selling will not be such a big item.—Grocer's Magazine

## WERE I A FURNITURE DEALER

I would paint my name on the fences;
I would picture my goods on the sheds;
I would send my cards to the brides-to-be,
And call on the newly-weds!
I would make a list of the granddads,
And the dear grandmothers, too;
Of the preachers and painters, the workmen and women,
The poor and the well-to-do.
And I'd deluge them all with letters,
Explaining their need of me!
I would picture my store as a bit of the town
That everyone in it should see!
And when they arrived, I'd extend the glad hand
The moment they entered the door;
With so hearty a greeting, that after the meeting
They would buy all their goods at My Store.

—Adapted from Westinghouse "Light Touches."


# SPECIAL

Our new lines of Pictures, Statuary, Floor Lamps and Silk Shades, and Serving Trays will be photographed by May 1st.

Dealers who require stock of these lines should write today for photographs and price list.

**A very large selection of new lines.**

# G. L. IRISH

**499 Queen St. West, Toronto**

# A FURNITURE MANUFACTURER DISCUSSES BUSINESS LEADERSHIP

## H. B. Smith tells Elton Johnson in interview for Business Methods qualities that make for success

IN analyzing the qualities which have made some men such an overwhelming success in industrial and commercial life, it was found that all men had not travelled the same road to success, but that there were certain definite qualities which stamped a man at once as "big."

Few men in Canada are better qualified than Mr. Horace B. Smith to tell of the qualities that make for success because he is one of the outstanding Canadians who have "delivered the goods." His own executive ability is constantly in demand in many and varied important enterprises. He is president of the North American Furniture Co. and also president of the Owen Sound Chair Co. Besides he is a director of Canada Steamship Lines Ltd; Director Dominion Steel Corporation; President Collingwood Shipbuilding Company Ltd; President Halifax Shipyards Ltd; President Northern Navigation Co. Ltd.; and Vice-President Parry Sound Iron Co. Ltd.

He is a hard worker and constantly on the move but his urbanity is unexcelled and he does not "ruffle".

In the course of an interview it was learned this executive thought about leadership—how it was obtained, the responsibilities it brought in its train and how it could be observed even in a letter written from one business man to another..



International Press Photo.
HORACE B. SMITH
President, N. A. Furniture Co. and Owen Sound Chair Co.

### The First Quality

"What do you think is the first quality a business man must have to build up a big business or lead a great company," Mr. Smith was asked.

"A reputation for veracity, uprightness and honest dealing" he replied is one of the greatest assets a business man can have. No man in business can successfully conceal his inborn qualities for very long—truth.

The twenty-five thousand dollar a year executive is less conscious of his authority and position than his forty dollar a week clerk. If you ask a favor of a minor official, you are sometimes liable to be met with a curt rebuff. Take your request to the man at the top and you are, as a rule, assured of the utmost courtesy and consideration."

"Can a business man develop these qualities of humaness," "Yes, although, sometimes I think that they are part and parcel of certain men's natures They may, however, be developed by keeping the mind free from prejudice and by acquiring a sympathetic, human outlook on life."

"Salesmen have told me." the interviewer remarked, "that it is invariably easy to get in to a big executive. That's a rather curious fact, isn't it, when you consider how valuable an executive's time is?"

"Still it's very true," replied Mr. Smith, "its the human quality that makes a big man approachable."

### Picking Out Men

As head of many big comapnies, Mr. Smith is often called upon to pick out men for various positions. "What are the rules which apply in choosing personnel." he was asked.

"There is no set rule. Making selections is largely a matter of intuition, backed up by a close scrutiny of past record, reputation, etc. Many men chosen for minor positions are young men, just entering business life. Starting them rightly is usually of the utmost importance to them. A young man who has not yet learned his capacity should, whenever, possible, be given a position in which he can find out just what he is made of, and one which will bring out his capabilities. It is a great pleasure for me to run across a young man hard at work at his first job, to find him happy and loyal to his employer, and to learn from others he is succeeding."

Although Mr. Smith would probably deprecate mention of the fact, it is timely to state here that he widely known in business circles throughout the Dominion for his practical exemplification of the ideas he expressed to the writer, as in the foregoing. His boyhood associates who have not climbed so high on the ladder of success speak to him affectionately as being "without side" and always sincere in his greeting on occasions when they come in contact with him.

### A Native Canadian

H. B. Smith was born in Owen Sound, Ont., and has had much to do with the making of the bustling little city

on the shores of Georgian Bay, where he is proudly regarded as a native son.

Until recent years, he made his home in Owen Sound. Before deciding to devote his whole time to business operations some thirty years ago, he practised law in his home town.

Mr. Smith is apparently in the enjoyment of remarkably good health which is a great aid to him in meeting the strenuous demands of business upon his vitality. He is a quick thinker and an easy conversationalist, with keen appreciation of humor and a high regard for the amenities which make this old world a good place to live in.

He has not much regard for the business man without an honest reputation—if a business man acquires the reputation of being shifty, crafty, unreliable, the men with whom he comes into contact will soon learn to discount all he says.

"The old copy book maximum — 'Honesty is the best policy' — has never been truer than in the business world of today. A reputation for honest dealing, if it is a genuine reputation, will carry a man far. Such a reputation is not built in a day. The best possible advice to give a young man is — 'Build up a reputation for true worth and all the rest will follow.'

### Men To Be Trusted

"The men at the head of big business today are there in a large measure because they have demonstrated throughout their lives that they are men to be trusted.

"The biggest men in business today are the most approachable and the kindliest.

# A LESSON IN PERIOD FURNITURE DESIGNS

*The Hepplewhite Period Design.*

THE designer of today who is giving attention to the reproduction of the English period styles will find much in the designs of Hepplewhite to gain for that style earnest consideration; for the designes of Hepplewhite, although in most every instance designed before 1788, may be used with perfect freedom today in adding embellishment to modern furniture.

Of all the famous cabinet makers of the eighteenth century, and they included Chippendale, Sheraton and the Adam brothers, none produced such a small number of impractical designes as Hepplewhite. Nearly every one of his designs shown in his book, "The Cabinet Maker and Upholsterer's Guide," published in 1788, can be used today just as it was originally created. Although formality was the rule of his time in the matter of household furniture, Hepplewhite managed to incorporate richness in his designs while still observing the general demands of the period. Of course, Hepplewhite's reputation rests most firmly upon his chairs, and in the chair he showed a distinct preference for the shield-back. However, he gave his attention likewise to the designing of other furniture and managed to give the various pieces a distinctiveness that has marked his work as unusual even to this day of great achievement.

In his designs he favored ovals and curves of all descriptions. His table tops were inlaid or painted by noted artists of the day. His furniture, as a rule, was made lighter than was that of Chippendale, and he depended for enriching his effects upon a generous use of pier glasses and mirrors. Hepplewhite was one of the few designers whose works can be observed today just as he designed them for his book, "The Cabinet Maker and Upholsterer's Guide," published by A. Hepplewhite & Co. in 1788, is said to be found in the princpal libraries and can be consulted at first hand.



who know were smaller, it would still be a matter of wisdom to cling to accuracy for the benefit of the sophisticated.

The accompanying plate gives some general idea of the characteristic Hepplewhite designs as applied to various pieces of furniture.

Hepplewhite was partial to inlaid and painted designs and the inlay was always beautifully simple. His chairs and other furniture were in reality first covered with a coat of Japanese lacquer, and on this ground the delicate ornaments were painted. Gold on a black ground was a favorite combination, and the ornamentation for the most part inclined toward floral designs.

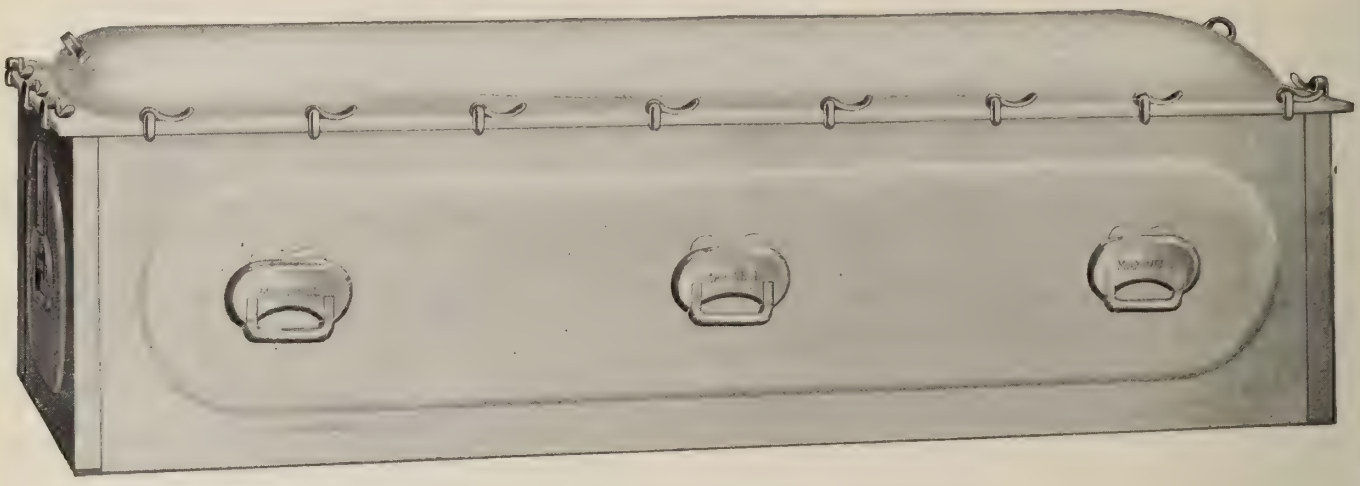
In adapting the motifs favored by Hepplewhite to the furniture of the present day, care must be used in preserving the general fitness of things. Ordinary furniture can turned into a Packard by changing the hubs. The design has to be either all Hepplewhite or not Hepplewhite, and the designing of the furniture in the beginning. For that matter the same rule holds good in the adapfinite carrying out of the period idea must be planned with the detation of any period design.

Of the customers who buy furniture in Hepplewhite design, nine out of ten will select a suite with some definite object in view and with some definite understanding as to what it represents. Even though the proportion of those who know were smaller, it would still be a matter of wisdom to cling t oaccuracy for the benefit of the sophisticated.

## FACTORY AT HAVELOCK

The Superior Furniture Co., Ltd., recently incorporated, is moving its headquarters from Norwood to Havelock, Ont., where they propose making their line of wicker furniture. The company has issued a prospectus offering 150 shares of 8 per cent. preferred stock at $100 a share

# THE MAXWELL
# Sanitary Copper-Alloy Vault



"Positively the best in the World"

## ABSOLUTELY GUARANTEED
### for FIFTY (50) YEARS
### to resist RUST and CORROSION

**WATER PROOF - AIR PROOF - VERMIN PROOF**

## Because:

Manufactured exclusively of Copper Bearing Steel—the most rust-resisting Steel or Iron known to the art.

All Seams are Oxy-Acetylene Welded.

The cover is securely fastened by the Famous Patented Maxwell Eccentric Sealing Clamps, and specially prepared Perpetual Gasket positively seals the vault and excludes any possible penetration of water or air.

Sturdily and Rigidly constructed. Re-inforced Cover. Will withstand the severest requirements of a Burial Vault.

**BRILLIANT COPPER FINISH**

All Maxwell Vaults are now finished inside and outside with a beautiful, Brilliant Copper Bronze and this rich color is very attractive.

## Dominion Manufacturers, Limited, Toronto, Ont.

*Successors to*
National Casket Company, Toronto, Ont.
The Semmens & Evel Casket Co., Ltd, Hamilton, Ont. and Winnipeg, Man.
Vancouver Casket Company, Vancouver, B. C.
Winnipeg Casket Company, Winnipeg, Man.

*Successors to*
The Globe Casket, Company, London, Ont.
Girard & Godin, Limited, Three Rivers and Montreal, Que.
Christie Bros. & Company, Limited, Amherst, N. S.
D. W. Thomson Company, Limited, Toronto, Ont.

# Funeral Service Department

*Problems affecting the Profession are here discussed and readers are invited to send letters expressing their views on any of the subjects dealt with—News of the profession throughout Canada.*

# FUNERAL DIRECTORS *hold* MUNICIPAL NIGHT

## Officers of Dominion and Ontario Funeral Service Associations meet and discuss coming convention and tender complimentary dinner to W. S. Yule of Swift Current—Some splendid suggestions.

A ROUND-TABLE Talk was held on the afternoon of Friday, April 7, in the library of the Ontario Club, Toronto, by the officers of the Dominion and Ontario Funeral Service Associations, followed by a testimonial dinner to Mr. W. S. Yule of Swift Current, Sask., tendered by these officers and some of his Toronto friends among the funeral directors. Among those present at the function were Messrs. C. N. Greenwood, president, and W. S. Yule, vice-president of the Dominion Association; Fred. Scott, 2nd vice-president; F. W. Matthews, W. S. Hulbig, secretary, and N. B. Cobbledick, treasurer, of the Ontario Association; D. M. Andrews, Dominion Manufacturers, Ltd.; Roy Wansbrough, Sterling Casket Co.; F. J. McArthur, Cobourg; W. J. Stewart, C. E. Burgess, Harry Ellis and James O'Hagan. A number of others from the city and out-of-town wrote expressing their regrets at not being able to be present. President Britton and Past President Morris were ill; business prevented N. Boyd, Mitchell, and Norman Brandon, St. Mary's, from attending; a funeral prevented D. McGill, and Wm. Speers was out of town.

The afternoon gathering partook of an open discussion on association affairs and the coming convention of both the Dominion and Ontario bodies. A special committee composed of Messrs. Andrews and Hulbig was appointed to look into the question of a joint exhibition and convention this year.

The matter of the school and a lecturer was as well discussed, the concensus of opinion being that Prof. Worsham be invited to conduct the school and lecture at the convention as well. Mr. Scott made a number of interesting suggestions, which Mr. Hulbig will work up for this year's program.

After a full discussion by all present as to the experiences of other bodies in their annual conventions and as to the best means to pursue this year the meeting adjourned for supper.

### Funeral Directors Hold Municipal Night

At the testimonial dinner tendered Mr. Yule, W. J. Stewart acted as chairman and toastmaster, a post he most acceptably filled. After disposing of a choice menu, the toastmaster in a well set little talk told of the needs of funeral directors as professional men; of the present-day methods as compared with the past; and of the hopes for the future. He introduced each speaker, neatly turning his remarks in the direction of some characteristic or hobby of the person about to speak, thus making a continuous thread of thought throughout the evening's speeches.

Mr. Yule was surprised and pleased at this testimonial from his friends. He had been much interested in the afternoon's talk of bigger and better things for the coming convention. He spoke of the Saskatchewan Association and of the happenings in association matters in the West since last July, when he went to Calgary to interest the men of Alberta in their Association, of a trip to the coast, and of his efforts to reorganize the British Columbia Association.

He expected to come to Toronto in September with a good representation from the West. There would be ten from Saskatchewan, and perhaps more would promise after the July meeting. He assured the Ontario men that in his province professional men were very much alive in association work.

Mr. Yule referred to the death of Mrs. MacPherson of Brandon, Man., and said Mr. Gardiner was instructed to send a letter of condolence to Mr. MacPherson, who was second vice-president of his provincial body.

### Saskatchewan gets Attendance

On attendance at convention, Mr. Yule said 50 per cent of the membership of Saskatchewan attend their annual conventions. The travellers help along this. Besides, a series of circular letters are sent out, the first asking for suggestions for the convention; the second telling the profession what the travellers are doing; and the third a talk in association and convention work.

As an educational feature he told of a funeral director in Chicaago who is a member of the Rotarians and who through an advertising man is sending to all funeral directors in Canada and the U. S. who are Rotarians a series of letters regarding the forming of a body of directors within the Rotarians. This man is taking advertising space in the organ of the Rotarianas educational campaign for the benefit of all Rotarians, telling them of the funeral directors' work in public health matters. These artilces are well written and are instructive. Mr. Yule believed the time would come when the Canadian National Association would be taking in similar work.

Funeral men cannot live within themselves alone, said

### GETTING BETTER EVERY MONTH

Dear Mr. Editor,

Postal note for one dollar is enclosed to cover my subscription for one year. Sorry I forgot to send sooner, as I would not be without the paper.

Jack Milling

Tugaske, Sask., April 3.

P. S.—Your paper is getting better every month.—J. M.

Mr. Yule, they should work in well with all matters pertaining to public health. He instanced the ignorance of even those in high places when it came to the matter of knowing the proper place in the economy of life of the funeral director by telling of a visit made last summer by Mr. Shaver of Calgary and himself who had gone to Edmonton to interview the Public Health Department. The lack of knowledge of the officials there was surprising. With himself, he never visited Regina without seeing the officials at the Provincial Health Department, and when these officials visit Swift Current they always called on him.

When all is said and done and we look at the other professions—dentists, doctors, lawyers, engineers—they were once as downtrodden as ourselves. Today they have associations and they are getting through these associations just what they want from the Government. So let us take our part in public affairs. There is no position in our community we cannot get. My own path was very hard one, but I decided to be the very best citizen in my town, and I tried to be with the result that I was elected to the hospital board, chairman of finance, and last year mayor of our town. If there is any advice I could give it would be, get in and mix with the men of your community. I belong to the golf club in Swift Curren , a club of a couple of hundred members, and was elected president of that body. Golf is a great help, if not golf get into curling or bowling, but make sure to mix up with the men.

### More Explanation Wanted

Mr. McArthur, as a Councillor of Cobourg, did not entirely agree that being a municipal officer benefitted the funeral director. Holding office sometimes presented difficulties, instancing the appointment of a town weigher in Cobourg, where three of his patrons were asking him to use his influence to get the place. He was glad to hear of that Rotarian plan. He was himself a Rotarian, and believed it developed a good spirit.

What was wanted from Association work was more legislation. Something had been done in past, but we should have a law preventing a man conducting funerals unless he was properly qualified to do the entire work.

Another municipal officer was C. N. Greenwood. He



Stanley S. Russel of Erinv. Ont., who has sold his furniture and funeral directing business to W. Leslie Brown of Elmvale. Stan. is travelling for the Guelph Casket Co., selling hardwood and cloth covered caskets in Eastern Ontario.

was very pleased with the discussion of the afternoon. He hoped all funeral directors would get in behind the National Convention.

### Cooperation Essential

Mr. Andrews spoke of co-operation as being absolutely essential to commercial life. He was pleased to see this greater and better spirit of cooperation between the funeral director and the manufacturer. They both had identical interests. We were drifting away from selfish commercialism into an era of helpfulness and cooperation. He hoped this spirit would go on. It was the spirit of public interest.

The coming convention this fall presents a wonderful opportunity to funeral director to spread abroad the spirit of community life and community service. If he might say it, he thought the convention should take two forms—educational and entertaining—both were essential. He wanted to emphasize the betterment of community service through suggestions such as were enumerated by Mr. Scott during the afternoon.

Chairman Stewart here made a good suggestion. It was the district club idea. Why not have district meetings say every three months in such centres as say Cobourg, Hamilton, London, Windsor, North Bay, etc. He could see the mission of the Funeral Directors' Association is a greater one than that of Rotary or Kiwanis Clubs.

R. Wansborough also spoke of the spirit of cooperation. He hoped that as time went on that manufacturers and funeral directors would be brought closer and closer together. He was heartily in favor of a joint convention and exhibition this year.

The chairman referred to the recent funeral of the late Sir John Eaton in introducing F. W. Matthews, who conducted the funeral. Mr. Matthews in speaking of this funeral told of his cordial feelings for all ris feliow funeral directors. Phone messages from all over the city and out of the city came to him offering their assistance and placing at his disposal their whole plants. He felt very grateful for this and he was glad to know there was this spirit among the fraternity.

### Work of Association

This present gathering is a splendid thing. said Mr. Matthews, and is an incident in the worth of association work. He gave reminiscences of his ten years' work as an officer in the Association, and said we were now advanced to the stage where young capable men like the chairman and his kind must continue to build and strengthen the profession.

One good thing was the recent amendment of the Anatomy Act whereby all funeral directors in he Province were made Inspectors of Anatomy. There were other things we wanted, too. He instanced a recent experience with the Workman's Compensation Board officials, where these people wanted itemized accounts for this, that and the other thing. He told the officials that while the Board had its way of doing things, funeral directors also had their methods, and one of the things they would not stand for was that funeral directors from now on were not going to be thrown up in the corner; we have an association which has standardized our profession, and we should send a deputation to that Board to let them know that we, too, had our rights. Cooperation will do this, and put us where we should be. We haven't been getting much as members up to now, but we haven't been growing much. We have a permanent secretary, however, and should make further and greater advances than in the past.

Walter Hulbig, who arranged he meeting and dinner,

# E V E L

## CASKET COMPANY

**LIMITED**

## HAMILTON

**CANADA**

*Best Quality Goods for Your Particular Trade*

spoke of the constructive suggestions handed out at the afternoon meeting. It would be well, he considered, if the Dominion Association issued a certificate or emblem to members in its organization, along the lines of other associations. He gave an instance of this in an organization that adopted an emblem and in three years had standardized its members' work before the public in such a way that the public wanted members' services.

Harry Ellis in his own inimitable way gave a lot of practical suggestions, punctuated with wit and humor which kept the gathering in great good humor.

### Service the Thing

N. B. Cobbledick's speech was short and pithy. He instanced some recent newspaper reports in which "undertaker" and "coffin" were used. He had phoned two editors and these men acknowledged their mistakes and promised to try to correct in future reports. He believed with the chairman that "service" is what we should try to give the public, and he instanced how Mr. Yule in his place always left his office open. Meetings could be held there by any body of reputable citizens, we might do more in this regard by holding more frequently meetings and gatherings.

James O'Hagan expressed his regard for Mr. Yule and made a few remarks voicing the sentiment of the pubilc in regard to the relation between them and the funeral director. He had great hopes for the future in the bright, clean class of young men now entering the profession.

Mr. Yule thanked all present for the kind things said about him and for the delightful evening he had enjoyed. He would carry back to the West the good will of the profession of the East as expressed in the various speeches of the evening.

Toastmaster Stewart summed up the points brought out in the different talks, and said let us never forget that the main object of our profession is service to the public. We were all going home from this gathering a great deal richer than when we came. He had been in 4 homes during the week doing work for other funeral directors, but the clients themselves did not know that he was not the man who had been called in. Mr. Stewart would like to see little gatherings like this every three months or so, and thus build up a more fraternal spirit among all members of our profession.

## CHAMPION CHEMICAL CO. MAKE SOME CHANGES

In a desire to secure more accurate chemical control of their products and especially embalming fluid, the Champion Chemical Co. have secured the services of C. A. Black of Cleveland, who is now checking up on all the raw materials and products made from formulas in the company's plant.

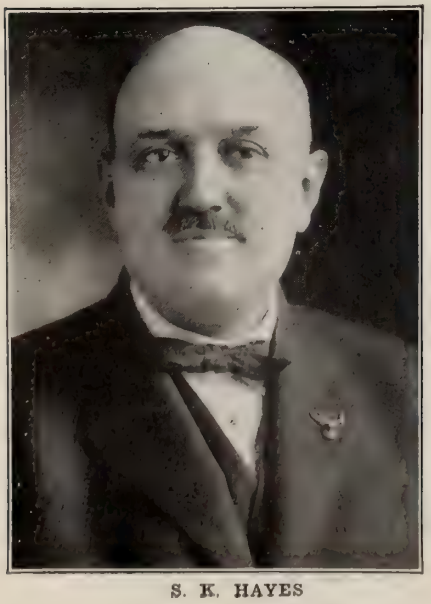
Mr. Black has been for the past fifteen years specializing in consulting and analytical chemical work, and up until four years ago he was associated with Fred A. Peck, at one time chemist for the city of Clevland. The chemical control which the Champion Chemical Co. are anxious to secure is very imortant as it is necessary to be insured of uniform product of embalming fluid especially. The uniformity of the solution has been a big factor in the success of Champion fluid, and Mr. Black's connection with the company should enable and maintain the high standard of quality at which we aim.

Another new face on the Champion sales staff is John J. Sullivan who has taken over the New England territory, succeeding Thomas F. Flanagan, who resgined after eleven years of service to take up work for a New England casket firm in New York, and thus be closer home, as he lives in that city.

Mr. Sullivan is a Lowell, Mass., man and it is felt that he will be a worthy successor to the man who has so long been on the territory.

An additional change is that of S. K. Hayes. Mr. Hayes has represented the Champion Chemical Co. for the past five years in the states of Iowa, Nebraska and Missouri. Recently he was brought into the head office to do some special sales work there. He is looking after the jobbing trade, and his pleasing personality should be a great asset to the company.

No appointment of a successor to Mr. Hayes for the Wetsern territory has been made as yet, but the company will do so before very long.



S. K. HAYES



C. A. BLACK



J. J. SULLIVAN

## CAN EMBALMING BE SAVED? IS EMBALMING WORTH SAVING?

Written for Canadian Furniture World and The Undertaker by Prof. H. S. Eckels.

There is one feature of the procedure outlined above to which I think special attention should be called.

You perhaps noticed that, immediately after giving the four signs, I suggested that it "is a good plan to inject toward the hand enough fluid to cause the arm to become firm and dry and you see the four signs; to inject the fluid through the same artery toward the trunkof the body."

This is not exactly the method commonly employed, but I am suggesting it for a very good reason.

Good embalming means that our fluid shall have been distributed evenly over the entire body. Every careful and discriminating embalmer realizes that when the axillary or brachial artery is used, it is necessary to reverse the arterial tube to inject the hand and arm.

This usually is done after the remainder of the body is embalmed. It serves to remove the discolorations from the hand particularly the fingers and most especially to get rid of the blue color usually found beneath the nails—a color which steadily grows darker if not thus removed.

To get the fullest benefit of the above four signs developed in their order, it is necessary to have some contrast by which they may be noted.

Therefore, if you will inject about a pint of fluid in the artery directed toward the hand and produce all the four signs, which you can do in a very short space of time, you will have an exact example of what the perfect circulation of your fluid will accomplish on each individual subject.

Therefore, if you will inject about a pint of fluid in the artery directed toward the hand and produce all the four signs, which you can do in a very short space of time, you will have an exact example of what the perfect circulation of your fluid will accomplish on each individual subject.

Rou will therefore have a guide to determine what you may expect by equally good circulatiion all over the body.

This example will be absolute regardless of what the disease might have been or of any peculiar condition found in special cases.

Right there you have a test suited to the needs of every kind of embalmer whether he be of little or much experience.

You can get perfect and direct circulation downward to the hand and you can there produce the very best effect which your fluid will produce on that particular body.

This will serve to you as a guide and point out to you that you should not stop the injection of your fluid until you have brought about equally desirable results everywhere.

Just as a test, here's another one:

After you have injected the artery downward on one arm, make an incision on the other side and take up the vein. Try injecting into the vein exactly the same quantity of fluid you injected into the artery—if you can—then see which operatioin brought the best results and the best circulation

I wish for the sake of good embalming that every embalmer would make this test and then think out the whole problem of circulation. The superiority of circulation that can be obtained through the artery should convince him that a like superiority of circulation can be obtained all over the body by the use of Nature's own method and Nature's own cycle of circulation; heart, arteries, capillaries, using the veins only for the purpose which Nature uses them—drainage.

(To be continued.)

## FUNERAL OF SIR JOHN C. EATON

(*Continued from page* 60)

whom were several thousand returned men, and citizens generally.

The staff of the F. W. Matthews Co. acquited themselves admirably throughout the funeral. They were dressed in black morning coats, and striped trousers; and wore wing colors with black ties.

In commenting on the arrangements after the funeral, Mr. Matthews said to Canadian Furniture World; "It is when our resources are strained that we appreciate assistance, and I would like you to say that the F. W. Matthews Co. want to thank through the press, the many good members of the Ontario Funeral Service Association for assisting him, and also those who offered their assistance in the carrying out of the funeral arrangements of the late Sir John Eaton

"You will often hear some funeral director say that cooperation is valueless, but I would like to take exception to this remark. Cooperation when we need it is valuable and it is only when a test comes that we fully realize the fraternalism which exists among our members, due largely to cooperation and good fellowship, which is brought about by personal contact.

"My advice to all funeral directors is join our association today so that all of us may have the strength that is found in unity."

**The Supreme Achievement in Embalming Fluid**

The next time you want Embalming Fluid, do not merely mention "Fluid," but insist on "CaranaC."

**CaranaC Embalming Fluid**

is a specially compounded chemical which will not alter in strength, and a fluid you can depend upon.

*We Ship Promptly*

**CaranaC Laboratory**

*"The All-Canadian House"*

**Peterborough - Ontario - Canada**

# THE FUNERAL OF SIR JOHN C. EATON

**Describing the arrangements made for Toronto's greatest funeral—Notes and comments on the casket, layout and cortege—Public officials attend—Co-operation of Association funeral directors.**

One of the largest funerals so far conducted in the city of Toronto was that of Sir John Eaton, which took place on Monday afternoon, April 3 from the Timothy Eaton Memorial Church to the family mausoleum in Mount Pleasant cemetry.

It is unnecessary to speak of some of the details of the funeral, as the daily papers of the country were filled with descriptions of the funeral from the public standpoint, with biographies of the deceased and members of his family; and with illustrations of his home, the church, the family mausoleum, and the crowds which attended either as mourners or as spectators.

Sir John Eaton died on Thursday, March 30, at his home, "Ardwold," after a month's illness, and the family and directors of the T. Eaton Co. called in the services of F. W. Matthews of the F. W. Matthews, Co. as funeral director. After embalming the body was laid out in the music room of the deceased's home and from the body was removed to the Timothy Eaton Memorial Church on St. Clair Avenue, where from 11 o'clock onward until the time for service in the afternoon the body lay-in-state, and was viewed by thousands of Toronto citizens.

The funeral service was held at three o'clock in the afternoon, and was attended by the leading public men of Canada, in state, professional and mercantile life. The pulpit and the Eaton family pew were draped in black, and the chancel was banked with thousands of flowers.

A guard of six returned men, all employees of the T. Eaton Company, stood about the casket, and this guard was changed every half hour during the time the body lay-in-state. Three hundred ushers were necessary to handle the crowd during the viewing of the remains.

Five clergymen conducted the funeral service and directors of the T. Eaton Co. were active pallbearers.



This is a good view of the casket and floral decorations at the Sir John Eaton funeral. The church arrangements were as near perfect as it was possible to have them. Staff of F. W. Matthews Co. in rear who arranged the flowers and set out the casket.

Thursday to the following Monday was viewed by the family, relatives and personal friends. During all that time the house was besieged with callers and with floral offerings. Many of these latter were sent to the hospitals of the city. The floral tributes at the home and church were beautiful, costly and numerous.

### Magnificent Casket

The casket was a solid bronze built on Italian Renaissance lines, with Corinthian pillars in each corner. The ornaments were hand chased, and the top had a full length cover of plate glass, as well as a hinged plate and a hinged lid. The interior trim was lined with tufted corded silk, dull finished.

The casket both in the home and in the church rested on a solid mahogany catafalque placed on silver-tipped Russian bear rugs, showing two heads mounted.

After a family service in the home on Monday morning, The honorary pallbearers were Grant Hall, Vice-President C. P. R., Sir Robt. Falconer; Sir Henry Pellatt; Sir Wm. Mulock; Gen. Bickford; Col. Dr. Herbert Bruce; Sir Wm. Osler; H. H. Fudger; E. R. Wood; Wm; Dobie; H. H. Williams, and Sir John Gibson.

The Governments of the Dominion and Province were represented by the premiers and several members of their cabinets; the Governor-General was represented, and the Lieut-Governor was present; as was the Mayor of Toronto and members of the council, members of parliament, and prominent officials of church and state, and professional and mercantile life.

The funeral cortege, which was a motor one, passed through streets lined with thousands of spectators, order being maintained by the police. Following the hearse were the mourners, sons of the deceased, directors of the company, public officials, employees of the store, among

(*Continued on page 59*)




### ONTARIO

**Aylmer—**
Pierce & Co.

**Barrie, Ont.**
W. D. Minnikin,
Phone No. 431.

**Bobcaygeon—**
Byng, G. C.

**Bowmanville, Ont.—**
Morris & Son, L. 'Phone 10.
Williams & Cann.

**Brantford—**
Thorpe Bros.
Funeral Directors.
Successors to H. S. Peirce.
Both phones, 200.

**Chatham—**
A. L. Jahnke.

**Dungannon —**
Sproul, William

**Elmira—**
Chris. Dreisinger.

**Fergus—**
Geo. B. Thomson. Office phone, 194. Residence phone 209

**Hamilton—**
Blachford & Sons.
57 King Street West
Dodsworth, A. H.
59 King St. W.
Robinson, J. H. & Co.,
19-21 John St. N.

**Ingersoll—**
McIntyres.
F. W. Keeler, proprietor

**Kingston—**
Reid, Jas., 254 Princess St.

**London—**
Ferguson's Sons, John
174 to 180 King St.

**Midland—**
A. Barrie.

**Mullbrook, Ont.**
B. R. Raper.
Phone 1 Branch office. Pontypool. phone ring 2 short 1 long. Auto equipment for all branch service.

**Mount Forest—**
Walsh & Weston.

**North Bay—**
F. J. Martyn.
Wagar Furniture Co. Ltd.

**Orillia—**
Mundell, J. A. Phone 126
150 Mississaga St

**Ottawa—**
Geo. B. Burney, formerly of Rogers & Burney, 338 Somerset St., Phone, Queen 81.
Geo. B. Burney, H. B. Burney.

**Oshawa—**
Luke Burial Co
D. W. Dalton, Motor Equipment.
Disney Undertaking Co.

**Owen Sound**
Chas. H. Fulton.
Phone No. 118.
R. A. Breckenridge.

**Paris—**
H. Huson & Son

**Schomberg—**
F. Skinner.

**St. Catharines—**
Grobb Bros.
144-146 St. Paul St.

**Picton—**
Hicks & Irvine, Funeral Directors; Motor Ambulance; phone 125, 200W and 200J.

**St. Thomas—**
William, P. R., & Sons, 519 Talbot St.
P. R. Williams & Sons.

**Stratford—**
Greenwood & Vivian, Ltd.
88-92 Ontario St.
White & Co., 80 Ontario St.
Downs & Fleming.

**Toronto—**
Cobbledick, N. B.
1508 Danforth Ave., and 2068 Queen St. E.
Auto equipment for all branches of service.
Phone Beach 73.
W. N. Knechtel.
1202 Yonge St.
Motor equipment for all branches of service.
Motor ambulance.
Phone North 4400.
The Fleury Burial Co.
685 Queen St. E.
Washington & Johnston,
707 Queen St. E.
Corner of Broadview.

**Walkerville—**
A. Norris & Son.

**Welland—**
J. J. Patterson & Sons.
Sutherland, G. W.

**Whitby—**
Nicholson & Seldon.

**Windsor**
A. Norris & Son.
J. A. Oates.

**Woodstock—**
Paul Bedford.

### MANITOBA

**Brandon—**
Campbell & Campbell.

**Dauphin—**
Farrell, A. F.

**Winnipeg—**
Thompson Co., J., 501 Main

### SASKATCHEWAN

**Moose Jaw—**
Broadfoot Bros.

### ALBERTA

**Banff—**
Jas. A. Reid
346 Otter Street.
P.O. Box 53. Phone 99.

### QUEBEC

**Montreal—**
Geo. Vaudelac, 1329-1332 Rue Cadieux and 68-70 Rue Rachel. Phone. St. Louis 1203.
Tees & Co.,
912 St. Catherine St. W.

### NEW BRUNSWICK

**Moncton—**
Tuttle Bros.,
171 Lutz St.

**St. John**
P. J. Fitzpatrick,
98 Waterloo St.


# The Canadian Dollar Is Worth 100 Cents

At the Canadian establishment of H. S. Eckels & Co. (Robert S. Flint, Manager, Toronto, Ont.), because your cheques are deposited in a Canadian bank at full face value. That is why, despite the temporary unfavorable exchange situation with the United States, we are enabled to make you a very considerable saving.

The Eckels embalming fluids are prepared in Canada from materials compounded by H. S. Eckels, according to formulae known to him alone.

## H. S. ECKELS & CO'S CANADIAN LABORATORIES

**Robert S. Flint, Manager, 142 Quebec Ave., Toronto, Ont.**

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## Ambulance For Sale

**Six Cylinder, $650.**

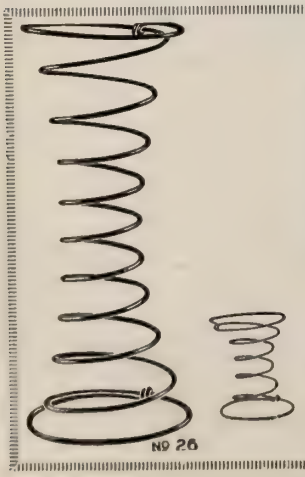
**In good condition**

**Apply to Box No. 149**

**Canadian Furniture World & The Undertaker**

**51 Wellington St. Toronto**






## Upholstery Springs

Highest quality Upholstery Springs, made from the finest grade High Carbon Steel Wire, oil tempered after the coiling operation, thus insuring uniform strength and "No Set." Remember, the quality of your High-Grade Upholstering depends entirely on the quality of the springs you are using.

**HELICAL SPRINGS**

for spring bed and mattress fabrics.

Get the habit ; buy Canadian springs

**James Steele, Limited**

**Guelph, Canada**


# FOR SALE—WANTED

**50 cents per insertion up to twenty-five words. Each additional word two cents. If box is required 5 cents extra to cover postage.**

MANUFACTURER making unusual assortment of Baby Safety Straps and Baby Carriage Straps, Dog Harness, etc., desires reliable salesman to offer products to furniture, hardware and sporting goods stores, on liberal commission basis. Reply stating age, experience and give any other information of interest, outlining territory you are in position to cover. Address Leather Products Company, Patterson P.O., Baltimore, Md. 4-22-1

WANTED—A practical funeral director, one who can manage and take full charge of a growing business, 7 years old, in New Ontario, situated in centre of 40,000. Nearest funeral parlors at Sudbury (east) and Kenora (west). Modern parlors; up-to-date equipment; qualified staff. Would prefer man who can take half or some monetary interest. Splendid opportunity. Box 150, Canadian Furniture World. 4-22-1

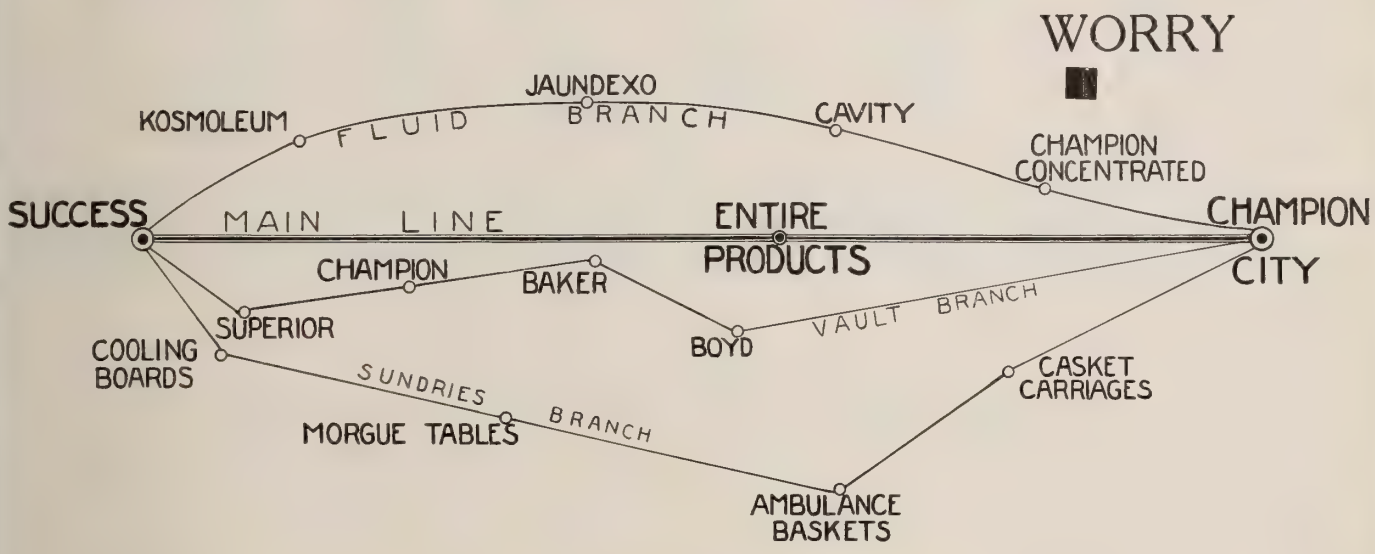
POSITION WANTED—Young man twenty-five, desires position as assistant with a first-class Funeral Director. Can furnish reference, capable of taking charge; seven years' experience. Box 157, Canadian Furniture World, 51 Wellington St. W., Toronto.

POSITION WANTED—By young man with 15 months practical experience with reliable firm. Single, 5 ft., 11 in.; neat appearance, can drive motor. Best references. Box 152, Canadian Furniture World & Undertaker, 51 Wellington W., Toronto.

WANTED—Young man of good character, qualified Funeral Director and Embalmer desires a position with a firm where there is a future. Would consider a partnership. Can invest capital. Replies will be treated confidential. Apply Box 153, Canadian Furniture World & Undertaker, 51 Wellington St., W., Toronto.

# AVOID WORRY

## You cannot reach it via the "Champion Line"




Do you ever lie awake at night in WORRY?

Are you afraid the fluid you just bought may go back on you, or the vault you buried which has to be taken up may be full of water?

Such fears come only when QUALITY has not been your first consideration.

***Keep to the "Champion Line" and Sleep the Sleep of the Wise***

# CHAMPION CHEMICAL CO.

**Dr. G. W. Ferguson, Canadian Manager, 28 Leuty Ave., Kew Beach, TORONTO**

**Canadian Manufacturing Plant, WINDSOR**

# Lyrite

## FOR A RESTFUL NIGHT

# THE PERFECT COIL BED SPRING

"Lyrite"
is the winner of the contest held by us to find a name for our new spring.

1st. "Lyrite" A. C. Gregory, of Gregory & Manuel, St. Stephens, N.B.

2nd. "Le-Pla-Co" Mr. H. H. Wightman Fort William, Ont.

3rd. "Wear-ever" Mr. Audett of P.T. Legare Ltd. Sherbrooke, P.Q.
(Each letter of this name explained some feature of the spring.)

4th. "Everest" Mr. Arthur B. Keene London, Ont.

Where two names were submitted by two different parties the names were drawn from a hat.

We wish to thank the dealers and their employees for the interest they have shown in this contest. Having received over three thousand names individual acknowledgment is impossible.

# Leggett & Platt Spring Bed Co.

**Windsor Ont.**

Vol. XII. No. 5.

Published by The Commercial Press, Limited
51 Wellington West, Toronto

MAY, 1922

# The Canadian FURNITURE WORLD

## AND THE UNDERTAKER

*Read About—*

CANADA'S FIRST FURNITURE FASHION'S WEEK HELD LAST MONTH AT WINDSOR

LINKING UP WINDOW DISPLAY WITH YOUR ADVERTISING

HOW CANADIAN AND AMERICAN FURNITURE DEALERS INCREASED SALES IN THEIR STORES

A ST. JOHN, N.B. FURNITURE FIRM STEADILY INCREASES ITS PATRONAGE

PROPER ILLUMINATION OF THE DISPLAY WINDOWS

*Toronto, May, 1922*

# A WORTHY "STERLING" SUITE

Sterling Furniture

*Our aim is to make goods up to the standard our trade-mark implies—"Sterling" in every respect.*

We know what your customers want, and we are doing all we can to give it to them. Their tastes, though varied, can be satisfied, and dealers can always find, in the "Sterling" line just what they want for their trade.

The upholstered suite shown here bears all the excellent qualities of "Sterling" manufacture. The name "Sterling" is your guarantee of good furniture, and should be remembered as a name that stands for greater business in upholstered productions.



**W. J. ARMSTRONG, LIMITED - GUELPH, ONTARIO**



STRATFORD FURNITURE

# Take Advantage of the Bed Davenport Advertising




*Appearing in the following Magazines*

*Saturday Evening Post*
*Delineator*
*American Magazine*
*Ladies Home Journal*
*House and Garden*
*House Beautiful*
*MacLean's Magazine*
*Toronto Saturday Night*

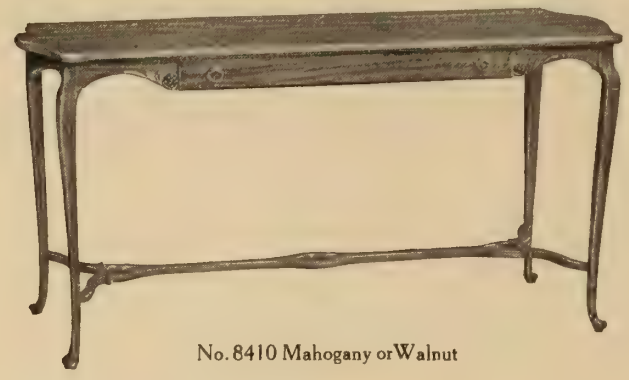
The KROEHLER DAVEN-O should now enjoy a bigger sale than ever before. The most prominent manufacturers of bed davenports on the continent are behind the advertising which is now appearing in the magazines listed here.

As every one of these magazines has a large Canadian circulation dealers should take full advantage of this campaign, and feature the KROEHLER DAVEN-O which is already well known from coast to coast.

## The Kindel Bed Co., Limited

Stratford - - Ontario

STRATFORD FURNITURE



No. 8410 Mahogany or Walnut



No. 9211—Sewing Table
Walnut

# Gift Pieces
## the

Just at this season every dealer will find it well worth while to display pieces that are suitable as gifts for the June Bride.

While this business is to be had it must be attracted by displaying appropriate prices in your window or on your floor.

The illustrations shown here give an idea of what you require at this season. Your orders should be in as soon as possible in order to get the most out of this trade.

## The McLagan Fur

**Stratford**



No. 8806 Walnut



No. 9214 Oak and Mahogany



No. 8804 Walnut

STRATFORD FURNITURE

*for*
# *June Bride*

Although these pieces of furniture are suitable for gifts, it does not mean that the purchaser forgets all about your store. In fact such a purchase often leads to more business. The quality always pleases a buyer and gives satisfaction to the user as well, which establishes two customers instead of only one.

McLagan Gift Furniture will create new business for you.



No. 8403 Mahogany and Walnut



No. 8418 Oak and Walnut

## niture Co., Limited

**Ontario**



No. 6400 Mahogany and Walnut



No. 9216 Walnut



No. 6905 Walnut



No. 8411 Mahogany and Walnut

STRATFORD FURNITURE

# REED FURNITURE

## *Profit As Well As Volume*

With Imperial Reed Furniture you can show real profit as well as volume, for volume in itself may mean a loss. While genuine reed furniture is particularly saleable at this season, the high quality of Imperial Furniture makes it a good seller all the year round. Real artistry is displayed in the designs and construction of this line. Its quality throughout is of the highest order and customers require little persuasion to appreciate its merits.



**THE IMPERIAL RATTAN COMPANY, LIMITED**

**STRATFORD - ONTARIO**

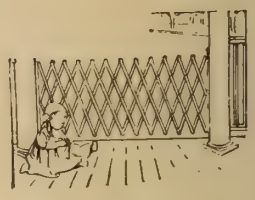
# SEASONABLE LINES



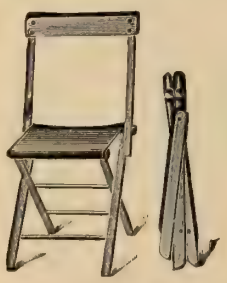
No. 17

Your order covering these seasonable lines should be in now. The demand is sudden and you should be ready. At this season the youngsters are particularly keen on the Sammy car. It draws the grownups to your store and opens the way to greater business. Get the people coming to your store. Order your Sammy cars now.

**Lawn Swings** **Folding Chairs** **Camp Stools and Cots**
**Folding Tables** **Children's Furniture** **Adjustable Lawn Chairs**
**Folding Extension Gates** **Suspended Verandah Swings**



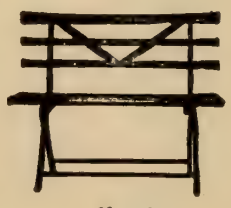
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No. 15



No. 22



No. 0

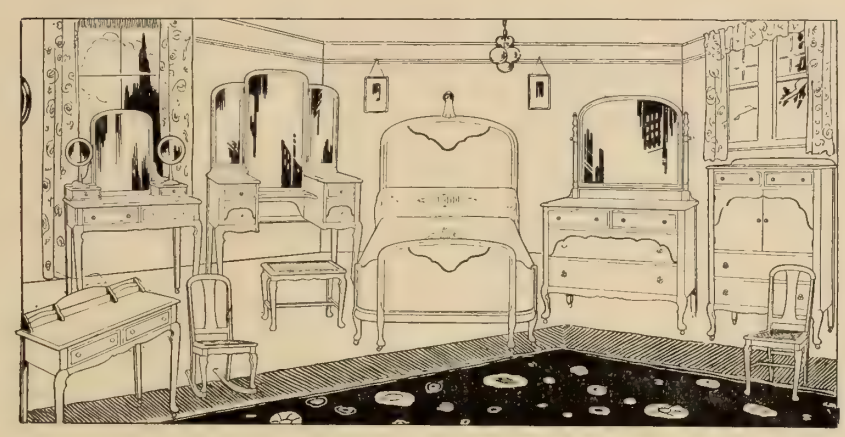



**The STRATFORD MANUFACTURING CO., Limited**

**STRATFORD - ONTARIO**

STRATFORD FURNITURE

# No. 218 Bedroom Suite



## *A Successful Merchant Is Known By The Kind Of Furniture He Sells*

Stratford Chair Furniture points out the successful merchant—The man who knows what to offer his customers in order to create satisfaction, for satisfaction is a true business getter. The quality and value of Stratford Chair Furniture has made it a very popular line, and has meant profit and good business for dealers handling it .Customers feel that they have purchased something that will give them lasting service as well as pleasure when the purchase is made. The bedroom suite shown here—No. 218 made in gum with walnut finish—is one that is proving itself to be a very good seller. See if you cannot increase your furniture sales by featuring this suite.

## The Stratford Chair Company

**Stratford - Ontario**

GUARANTEED

# GOLD MEDAL

PRODUCTS

*This Trade Mark on*

# Upholstered Furniture

**Including Divanettes and Davenports and on**

# Bedding

**including The Famous GOLD MEDAL FELT MATTRESS and HERCULES BED SPRING ensures you and your customers that you possess an article of value and perfection, FULLY GUARANTEED.**

The Gold Medal Trade-mark has been advertised throughout Canada for over thirty years, and has always been regarded as an asset to the Furniture Dealers. The trade-mark does not only help you sell Furniture and Bedding, but means a satisfied customer.

**GOLD MEDAL FURNITURE MFG. CO. LIMITED**

TORONTO UXBRIDGE WINNIPEG

**Gold Medal Bedding Co., Limited --- Montreal**

# *Suite No. 88 Walnut*



Height 64 in. Top 40x20
Mirrors 28x22

Jacques furniture meets the growing demand for greater value in furniture productions. It will make a hit with customers viewing your displays. Quality and genuine value go hand in hand in this line, and and the price is always an inducement to buy. The Dresser of Suite No. 88 is illustrated above. This Suite is in walnut and has strong selling features that appeal to your customer's sense of beauty and utility. There is no better time than the present to feature this line. It brings business.

MEMBER HOME FURNISHINGS BUREAU INC 1921
BETTER FURNISHED HOMES MEAN GREATER HAPPINESS

**JACQUES FURNITURE COMPANY, LIMITED**

KITCHENER -:- ONTARIO



# Bed Room Suite No. 514

## Two Tone Enamel Finish Decorated

You can well imagine, even from the illustrations, that this is not a suite that will "stay put" on your display floor. It is an excellent example of Meaford manufacture, and upholds the traditions of the line as a good seller.

Looking beyond the mere sale, this suite is one that impresses a customer with the satisfaction to be had at your establishment.

*Write us for particulars.*

## THE MEAFORD

MANUFACTURING CO., LIMITED
MEAFORD - ONTARIO



No. 514—Chiffonette



No. 514—High Back Chair



No. 514—Rocker



No. 514— Chiffonette



No. 514—Dresser



No. 514—Bench



No. 514—Bow End Bed

# DOLL BUGGIES

## LLOYD LOOM PRODUCTS

OUR 1922 Doll Buggies are now ready. The line is larger than ever and will offer selling opportunities to all kinds of buyers. There will be a carriage for the person who considers price alone as well as the person who wants the very finest refinements.

Our line is being manufactured under the famous Lloyd patents. These patents cover inventions which have revolutionized the wicker weaving world. They enable us to decrease labor costs, produce the best merchandise and still sell at prices which cannot be reached by others. **That's the power of invention.**

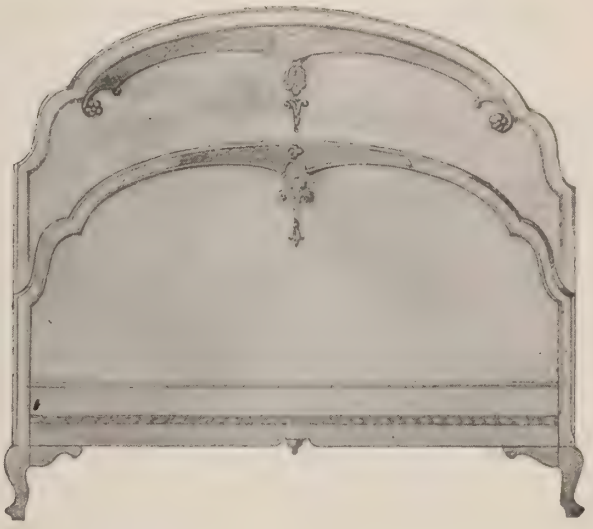
We are also manufacturing the other **Lloyd Loom Products** such as Baby Carriages, Strollers, Sulkeys, and Wicker Furniture.



**Heywood-Wakefield Co. of Canada, Limited**

*Successors to* THE LLOYD MANUFACTURING COMPANY

**Orillia - Ontario**



# Optimism and Confidence Keynote to Success

WITH building operations now in full swing there is no reason why dealer and manufacturer should not look to the near future with optimism and confidence.

With this same confidence the dealer can carry the Malcom and Hill line to advantage—knowing that design, workmanship and finish are guaranteed. Buy with courage, and success will follow.

*We invite your enquiries by Mail, Telegram or Phone at our expense*

MEMBER HOME FURNISHINGS BUREAU, INC. 1921
BETTER FURNISHED HOMES MEAN GREATER HAPPINESS
TRADE MARK REGISTERED

## MALCOLM & HILL

LIMITED

*Head Office*
KITCHENER

*Branch Factory*
LISTOWEL

# Royal Box Springs
# Kapok Lambs Wool & Cotton Felt Mattresses
# Down Comforters
# Down & Feather Pillows, Etc.

***THEY MEET A STEADY DEMAND***

These are lines that meet a steady demand. No matter where you are located. You can make them reap a profit for you. Quality and attractiveness make them sellers of the first order. They keep on the move and you get a good profit and turnover. Lose no time in getting particulars from us.

**The Canadian Feather & Mattress Company, Limited**

**TORONTO and OTTAWA**



No. 389 Art Mirror

# *Have You Received Our New Catalogue?*

This new 158 page Catalogue profusely illustrates our immense line of Mouldings in latest designs, and all finishes to suit every class of trade, Framed Pictures, Picture Frames, Framed Mirrors, Serving Trays, Sundries.

*If you have not received your copy, write for it at once.*

**PHILLIPS MANUFACTURING COMPANY, Limited**

**258 to 326 Carlaw Ave., TORONTO, Ont.**



No. 1922 Buffet

# See Our New Designs

It will pay every dealer to keep in touch with our productions as they are put on the market.

Dealers who handle Hespeler Furniture are satisfied that they can depend upon it to meet the demands of their trade.

The prices we are quoting should interest you.

*The*
**Hespeler Furniture Co., Limited**
Hespeler Ontario

# ART FURNITURE
## WILL SELL

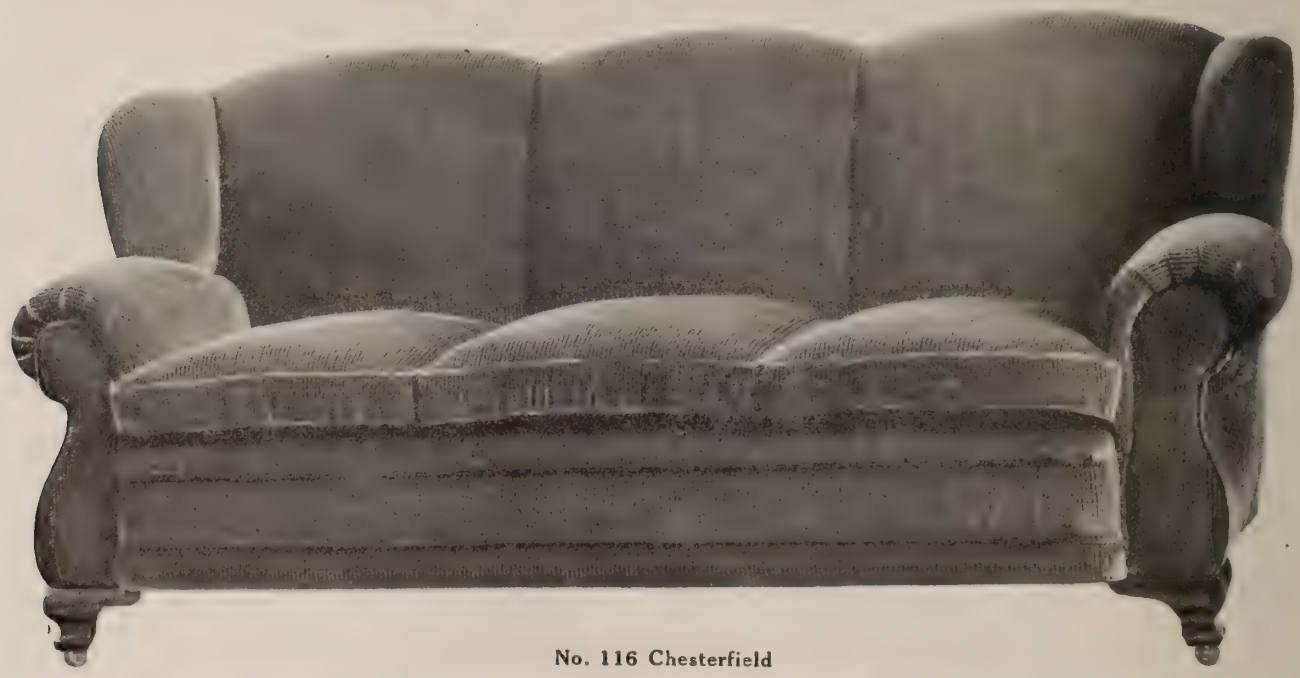
***Our customers come back for more—proof enough that Art Furniture sells and gives satisfaction.***

Both our lines, our established line of bedroom suites, and our more recent line of dining room furniture, have met with gratifying success. The values at which Art Furniture is offered always impresses your patrons, and the quality and design seldom fails to please.

Art Furniture is a dependable line for the dealer to handle, both from the standpoint of profit and the satisfaction it gives to the consumer.

## ART FURNITURE COMPANY, LIMITED

**Kitchener - Ontario**



No. 116 Chesterfield

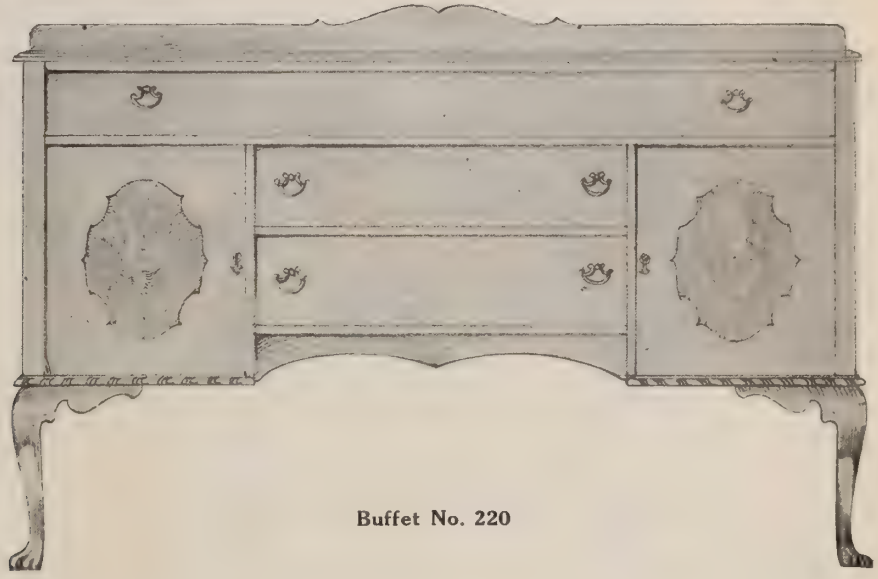
***We can't make all upholstered furniture so we only make the best.***

The design illustrated here is from suite No. 116, which has received favorable attention from buyers of distinctive furniture. Glady Upholstered Furniture is accepted by dealers as a quality line that can be offered with the greatest confidence. It will be to your interest to consider ou offers in high grade productions, and make upholstered furniture an active item on your books.

**H. W. GLADY UPHOLSTERING COMPANY, WATERLOO, ONTARIO**

CORNER UNION AND HERBERT STREETS

# BE A TRADE BUILDER



Buffet No. 220

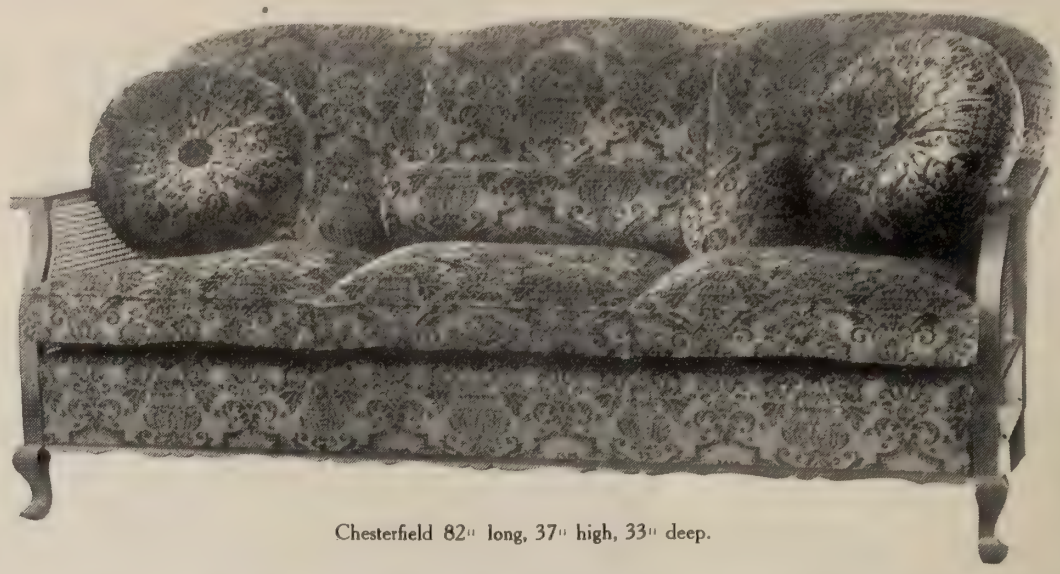
MEMBER HOME FURNISHINGS BUREAU, INC. 1921. BETTER FURNISHED HOMES MEAN GREATER HAPPINESS. TRADE MARK REGISTERED

TO build a durable structure good material must be used. To build a lasting furniture business good furniture must be sold. In Andrew Malcolm Furniture you have a line that is excellent material for building up better business. Its ready saleability gives the turnover that is necessary to real business success, and the satisfaction that it gives creates a prestige that cannot be dispensed with in modern merchandising.

## THE ANDREW MALCOLM FURNITURE CO.

LIMITED

KINCARDINE LISTOWEL



Chesterfield 82" long, 37" high, 33" deep.

The most experienced judgment is required in the manufacture of upholstered furniture. Specialty Upholstered Furniture reflects that good judgment in every possible way. The design, Coverings, Comfort, Workmanship etc., are all considered separately and collectively and blend together to produce furniture that we are proud to give our name. The Chesterfield shown here has brought excellent results to many dealers. It is a popular design and should be included in your displays.

***SPECIALTY UPHOLSTERING CO. - WATERLOO, ONTARIO***

# *The Beaver Line*

## GENUINE WALNUT DINING ROOM SUITES

The Beaver Line of Genuine American Black Walnut Dining Room Suites possesses unusual distinction and merit. Your customers find in the Beaver Line an expression of their own ideas both with regard to design and quality.

This is the kind of furniture that brings you extra business. Satisfaction and admiration do not stop with the purchaser, but is conveyed to other prospective buyers.

Beaver Furniture has proved its worth to dealers handling it.

MEMBER HOME FURNISHINGS BUREAU, INC. 1921 — BETTER FURNISHED HOMES MEAN GREATER HAPPINESS — TRADE MARK REGISTERED

## THE BEAVER FURNITURE COMPANY, LIMITED

KITCHENER - ONTARIO

# Quality Furniture



No. 370

YOUR greatest effort is in making sales; it remains for us to keep the purchaser sold. The success of the dealer and manufacturer depends chiefly upon quality, and quality is the predominating feature of Krug Furniture. After you have made a sale you know that Krug Furniture will play its part in giving satisfaction.

Even a casual inspection will convince you that the merits of this line cannot go unappreciated, and your customers soon testify to that.

*The*
H. KRUG FURNITURE CO.
LIMITED

KITCHENER ONTARIO

# HAVE YOU LOOKED INTO MATTHEWS MIRRORS?

THEY REFLECT PLEASED CUSTOMERS

*See our new framed line.*

**MATTHEWS BROS., LIMITED**

THE BIG CANADIAN MOULDING HOUSE

1906 DUNDAS STREET WEST TORONTO, CANADA



PEERLESS FOLDING TABLE

Profit is not the only outcome of a sale. Satisfaction should follow every sale, and satisfaction, sooner or later leads to more business. The "Peerless" table, though a comparatively small purchase in itself is a quality article, and always gives real satisfaction as well as a substantial profit.

Place your orders early.

**Hourd & Co., Limited** Sole Licensees and Manufacturers DEPT. W LONDON

# GIFT FURNITURE



NO. 2219—TEA WAGGON
Walnut or Mahogany
Top 27½" x 37"

You should now be considering your stock of gift pieces for the June bride.

An attractive display of suitable gifts will bring you business that otherwise would go elsewhere.

Let us send you further information so that you can decide on what you will require. You can make this a real active season by showing the right kind of productions.

THE
F.E. COOMBE FURNITURE CO.
LIMITED
KINCARDINE, ONTARIO

# Satisfy Your Customers

## *Carry the Lucknow Line of Tables*



No. 66 Table 48" quartered oak
No. 64 Table 44" quartered oak
No. 62 Table 44" Plain oak
Fumed or Golden Finish. Will match any buffet or chairs.

As specialists in the manufacture of tables we have endeavored to put into the hands of every dealer a line of goods that he can offer to his patrons with the utmost confidence—confidence in the quality of the productions, and confidence in their business building capabilities.

We manufacture a wide range of tables from which you can make a selection that will answer the requirements of your trade. The steady demand for reliable tables of quality and fine appearance is the only incentive required by live dealers to make them realize the possibilities of the Lucknow line.



No. 12 Library Table
Plain Oak, Fumed or Golden

THE
LUCKNOW TABLE COMPANY
LUCKNOW ONTARIO

# THE GENDRON MFG. CO., Limited

*"This name in Trade means Master-made"*



**When Baby Goes Out**

A dainty little folder to be mailed to the new mothers of your vicinity.

**The English Pram**

A special booklet for the "Elite" of Baby Carriage users.

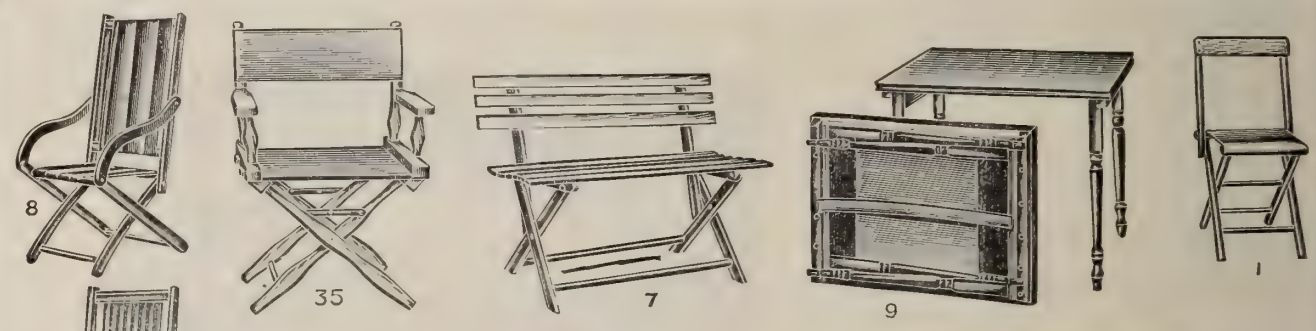
**1922 Stock Line Carriages**

A condensed catalogue for your daily reference.

A supply of these booklets will be mailed you upon request.

Our advertising department is always at your service, planning schemes to help increase your sales and co-operate with you in every possible manner.

The
**Gendron Manufacturing Co., Limited**
*Children's Vehicles—Reed Furniture—Invalid Chairs*
**Toronto - Ontario**




# Folding
# Lawn and Camp Furniture

We manufacture the most complete line in Canada.

A display of Camp, Lawn and Verandah Furniture will bring profitable business to you this season. Make your selection and order early.

If you have not received our new Catalogue No.49 with complete line, a postcard will insure it being forwarded by first mail.

OUR GOODS ARE GUARANTEED TO GIVE SATISFACTION

***OTTERVILLE MANUFACTURING COMPANY, LIMITED***
***OTTERVILLE - ONTARIO***

# WATSON REED FURNITURE



No. 8565—Chair



No. 8565—Rocker

Comfort, beauty and durability are characteristics of the Watson line that are apparent in every piece. The pieces illustrated here are particularly popular and can be featured with great success at this season. A Settee (5ft. long) can also be had to match the chairs shown above. If high quality, design, and attractiveness count for anything--decide on the J.B.Watson line, so that you can increase your sales this summer.

"WATSON" REED FURNITURE



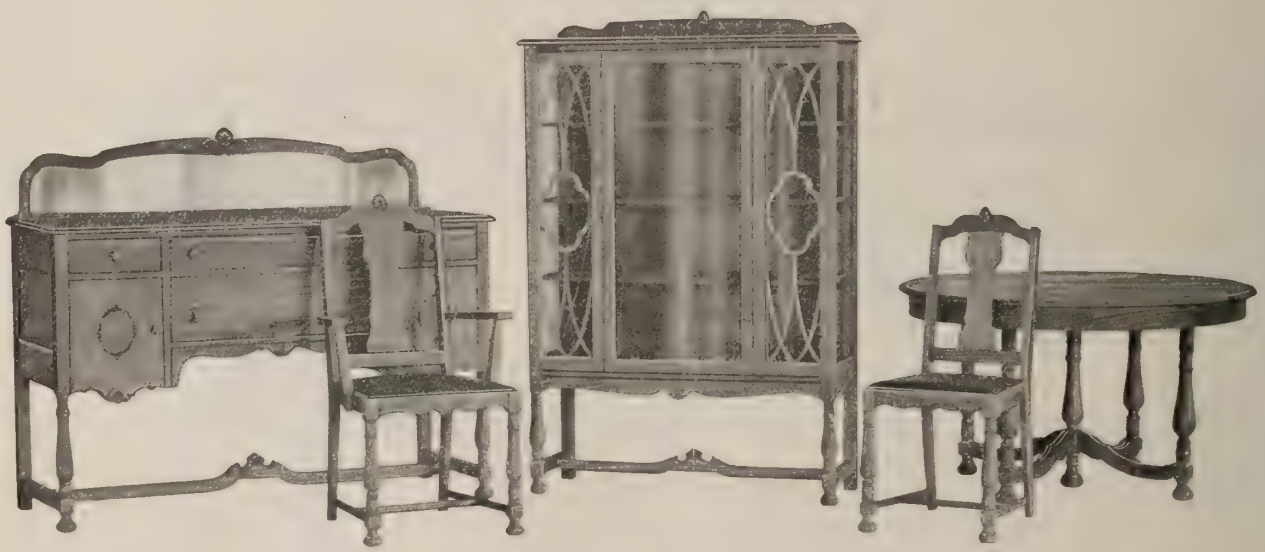
No. 2076—Lamp

**The J. B. Watson Furniture Co., Limited**

**Kincardine - Ontario**

# A Popular New Finish

HAVE you seen our latest production--our New Walnut Finish on Elm? If you have not--lose no time. Through continuous experiment we have perfected this finish which is unapproachable by other manufacturers, and is already very popular. It is an unqualified success.



No. 487 Elm Dining Room Suite—Satin Walnut or Fume Finish.

## THE KNECHTEL FURNITURE CO.

LIMITED

HANOVER ONTARIO

# The Largest Chesterfield Makers in Canada

***ANOTHER CUSTOMER'S LETTER***

Messrs Queen City Furniture Co.
Toronto, Ont.

Gentlemen

..We have received those six Suites ordered from you the other, and we find that you have sent on more than we ordered, Possibly this was done for the reason that the shipment would come practically at the same cost without this extra Suite.

..The suites that we received last have all moved off our floor and we are very pleased to sayto you that this last lot that came in we hope will move just as rapidly.

..We find in some cases that the opposition to the Queen Cty Furniture Co. are ridiculing some of the goods they manufacture, but we have been customers of this concern for a considerable length of time, and has bought thousands of Dollars worth of goods and we have yet to find one customer that we have sold goods to that has become dissatisfied on account of workmanship or inferior work..For instance we bought several hundred rockers in Tapestry and imitation leather and we have been selling this particular chair for some considerable time and the customer who have purchased these chairs have recommended them to there friends and we are still selling this rocker.

We have had many chesterfield suites from you and we want to say to you that so far as we are concerned this merchandise has given us perfect stisfaction. The customer who have purchased them have made no complaints to us whatever and they are perfectly satisfied in every way. Evidently the reason that your competilors are finding fault will the construction and the manufacture of your goods is because the amount of business that you are getting they figure they should get otherwise to put it plainly little petty jealousies have crept in and they are using a hammer.

Yours Very Truly

BUILT of the Best Material and Workmanship, in three qualities of Imported and Domestic Tapestrys — Damasks, Figured Velours and Mohairs.

Workmanship and Service quaranteed.

*Write for Catalogue and Price List.*

The prices to meet the requirements of the Present Market.



No. 258—Chesterfield

## The Queen City Furniture Co., Limited

**27-63 Vine Ave., - West Toronto, Ont.**




# RUDDY MANUFACTURING CO., Ltd.

BRANTFORD - ONTARIO

*Has Purchased From*

## HAM BROS CO., Limited

BRANTFORD - ONTARIO

Part of their business consisting of the manufacture of

| BED SPRINGS | KITCHEN CABINETS | BEE-KEEPERS' SUPPLIES |
|---|---|---|

Ruddy Mfg. Co. will continue the same selling and manufacturing policies pursued by the former owners.

Coil, Spring, Link Fabric, Wood Frame Springs of all kinds, together with extension couches and cots will be manufactured.

Improved line of "Brantford" Kitchen Cabinets; also manufacturers of the Famous "Sellers" Kitchen Cabinets.

Ruddy Mfg, Co. solicit the same support from the furniture trade in general as was given the former owners.




# *See Our Latest Designs In Dining Room Furniture*

Our latest creations in Dining Room Furniture should be of exceptional interest to you. The design and quality of each piece is certainly worthy of your notice, and the prices at which we offer them show a determination to place good furniture within the reach of your average purchaser.

Let us send you cuts and prices, or better still let us send you a number of Sample Suites to show you what exceptional values we are offering of the better class goods at the medium and lower class prices.

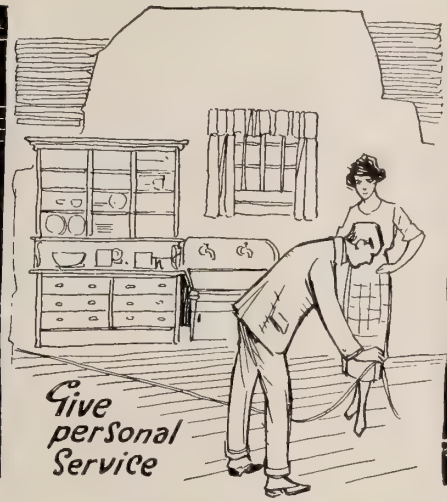
## *The* LIPPERT FURNITURE CO.

LIMITED

KITCHENER ONTARIO CANADA



Trim your Windows


Give personal Service



Illustrate your "Ads"

# How to Sell more LINOLEUM


Work your mailing list

Work up your Linoleum business. Our co-operative service is at your command. Hundreds are reaping satisfactory returns. You, too, can do likewise. Here are some practical suggestions that have been tried out. We will help you carry them out. Let's get together right away.

Fix up a Linoleum window that will make people stop, look and buy. Send to the Dominion Oilcloth Company for their attractive window trims, show cards and paper patterns.

Give Linoleum a place in your newspaper advertising. We will supply yyou with our illustrations free. They are striking, convincing and will bring results.

And how about an enticing display of our show cards? These are painted by the best artists and receive notice wherever used.

Make up a mailing list. Enclose our interesting folders with a personal letter, suggesting that the customer visit your department to see the new designs just in. Write us for the enclosures.

Personal service goes far to win and hold customers.—Measuring the rooms, helping to lay the Linoleum, estimating the cost. These other little attentions will develop business.

Why not fill in coupon right away.



Use our Show Cards

**Dominion Oilcloth & Linoleum Co.**
**Limited**

**Montreal** **Canada**

CUT OUT AND MAIL THIS COUPON TO-DAY

Please send me without charge the following:
[ ] Illustrated Booklets [ ] Newspaper Electros
[ ] Paper Patterns [ ] Show Cards
[ ] Dummy Rolls
Name.....
Address.....

# *The Better Line of Upholstered Furniture*

THE excellent value of Montreal Upholstered Furniture makes it very acceptable to the dealer as well as to his customers. To the dealer it means easier selling, because his customers are almost invariably sold on appearance and quality before price is mentioned.

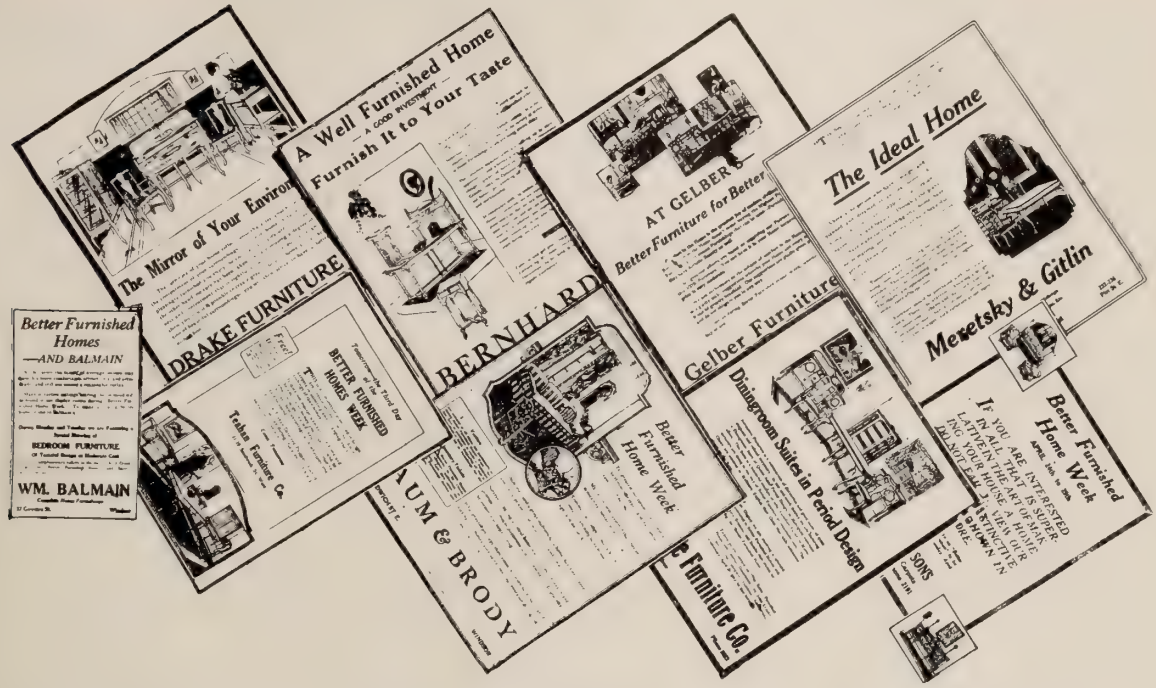
The methods employed in the manufacture of Montreal Upholstered Furniture are most exacting, and the greatest care is taken to produce furniture that will maintain the reputation of this line.

Our permanent showrooms at 99 King Street West, Toronto, are open for your inspection, and you should take the first opportunity of viewing our complete line.

*The* MONTREAL UPHOLSTERING COMPANY

*Head Office*
1613 CLARK STREET
MONTREAL, QUEBEC

*Toronto Showrooms*
99 KING STREET WEST
TORONTO ONTARIO




Every day during Exhibition Week each of the Windsor dealers took quarter page spaces to tell their stories of better home furnishings.

# CANADA'S *first* FURNITURE FASHION WEEK

## Windsor, Ont., dealers conduct successful furniture show—Descriptions of stores, windows and interior displays—Co-operation of dealers—Lecture and demonstration on better house furnishings.

Written for Canadian Furniture World by J. M. L.

Canada's first Furniture Fashions Week, held during the last week of April in Windsor, Ont., was a big success. Such is the verdict of the furniture dealers of Windsor, who are at present compiling statistics to show the cost, the returns and the profits of putting over their initial furniture show.

Helping out the big idea, the Border Cities Star daily ran "Better home furnishings" articles; the Home Furnishings Bureau cooperated with the dealers; a lecture was given; and the dealers put on some fifty different window and interior displays during the week, besides taking large advertising space daily in their local paper.

No more conclusive evidence of the fact that the people of the Border Cities were keenly interested in better furnished homes—dwellings of which they may be justly proud—could be had than in the crowds which day by day besieged the places of business of the dealers interested in the "Better Furnished Homes" week campaign, said the Star.

In all of the nine furniture stores of Windsor attractive displays were made and a great deal of care and attention paid to showing the various kinds of furniture which would be of interest to the housewife and the home owner. Every department of the home was touched on—from cellar to attic. There were the various utensils and furnishings for the laundry, with electric washers and substantial furniture; chairs, tables and cabinets for the kitchen; dining-room furniture; living-room, parlor, drawing-room and sun-room fittings; verandah chairs, swings, hammocks and tables; bed-room suites from the plain, sedate Victorian period to the other extreme, taking in the Louis, Italian Renaissance, and others still more elaborate. There were baby-buggies, standing lamps and everything, in fact, even to a drawing room stove. All these are to be seen in the various stores of the local furniture dealers specially arranged for the exhibition week.

Windsor remarked on the splendid appearance of the windows of the local dealers. They had seen furniture which they did not realize existed, and they examined the displays in the shops, with a feeling that the dealers were co-operating in a worthy manner in the campaign for better homes.

### An Italian Livingroom Display

Take the Teahan store for instance. One might travel far to see more attractive windows than those of the Teahan Furniture Company, on Sandwich street. The feature of the window display was an Italian living-room suite in an entirely new design, with tapestried backs and seats to the chairs, and rugs, too, to match.

There are seven floors in all in this store, and everything had been specially arranged throughout the entire store, under the able and efficient supervision of Manager John C. Gall.

An interesting and tasteful exhibit was that of a sun-room suite in wicker-work, finished in a frosted brown, with tapestry and rugs blending perfectly. Chesterfields in velours, mohair and tapestry were attractively set out. In addition to the seven floors, the two balconies were tastefully arranged, and throughout the store an air of distinction was given by the fact that everything had been displayed in suite form, with all accesseories down to the minutest detail. A decidedly summer touch was given the

# *INSIDE STUFF*

*There are few things made in which "Inside Stuff" counts for more than in Furniture. Pleasing appearance is necessary, of course, —people will not part with their money for "Inside Stuff" alone. But buying goods with a pleasing—"Open the Front Door and see the Back Yard"—appearance only is like buying sugar loaded with sand.*

*Honest-to-goodness construction—real "Inside Stuff"—must be built in to really give money's worth.*

*"Inside Stuff" has always been one of the first requisites in making "Baetz Bros." and "Anthes Baetz" Furniture. Dealers recognize this when buying furniture for their own homes,—where quality as well as appearance is required;—witness the number of dealers' homes furnished with "Baetz Bros." and "Anthes Baetz" Furniture.*

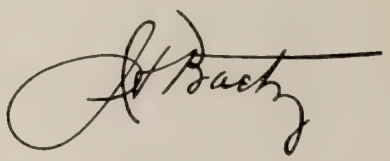
*Artistic designs, finished right, with real "Inside Stuff" is our constant aim. To assist Furniture Men to be real Home Furnishers by supplying goods that will satisfy both as to externals as well as insides is our desire, and we are anxious to serve.*

*Three shops—each specializing in their own line—are at your service;—*

*Anthes Baetz Furniture Company Limited*
*Dining Room and Chamber Furniture*

*Baetz Brothers Furniture Company, Limited*
*Furniture for the Living Room*

*Baetz Brothers Specialty Company, Limited*
*Portable Electric Lamps and Shades*



*Managing Director*

summer furniture display by hammocks, mats and other rustic and outdoor furniture.

Neither time nor effort has been spared by the Gelber Furniture Company and its capable manager, Ronald Lawrence, in its co-operation to make the "Better Furnished Homes' Week" a feature of interest to every home-owner. A feature of this display was the main floor, where each room of the home was laid out separately. One moved from room to room, just as in a home.

In the window of the main store, was a beautiful Louis XVI period bow-end bed room suite, the bed fitted with box-springs, felt layer mattress and goose-down pillows—a very tempting exhibit. The other pieces of this suite on display in the window were the vanity dresser, writing-table, chifferette, dresser and night-table to match.

A special display featuring a sunroom in rustic setting, with verandah furnishings is worthy of mention, as were the chesterfields in imported tapestries and mohair.

A touch of novelty was added in a 'drawing-room pipeless heater," made up to resemble a modern talking machine.

On the top floors were shown various periods of bedroom furniture, attractively displayed; on the second of the eight floors, living-room furniture, rugs and baby carriages; in the basement, kitchen-ware and kitchen furniture.

### Baum And Brody Store

The first floor of the Baum and Brody shop was tastefully set off with ferns and other plants among the dining room, bedroom, living-room and sunroom furniture. A bedroom suite of Hepplewaite period adorned the window, done in two-tone grey enamel a beautiful low bed with cane ends and silver trimmings.

Another feature was a verandah scene with a touch of rustic beauty and apple-blossoms, enhancing the summer goods.

In all, there were seven floors, each one specially arranged for the exhibit. On the second and third floors were the living-room furniture with chesterfields and floor lamps, brilliantly illuminated, and rugs on the floor. On the fourth and fifth, bed-room and dining-room suites; in the basement, kitchen furniture and linoleums. The seventh floor was devoted to office furniture, baby buggies, velocipedes, and children's furniture.

A special feature of this store's display was two beautiful Italian Renaissance bed-room and dining-room suites, beautifully inlaid with hickory, and an "Adam" period suite in burled mahogany.

The decoration and the layout was the work of Fred L. Kelly, while both Messrs. Baum and Brody took especial interest in making the exhibition the success it has proved to be.

### Period Design at the Veale Store

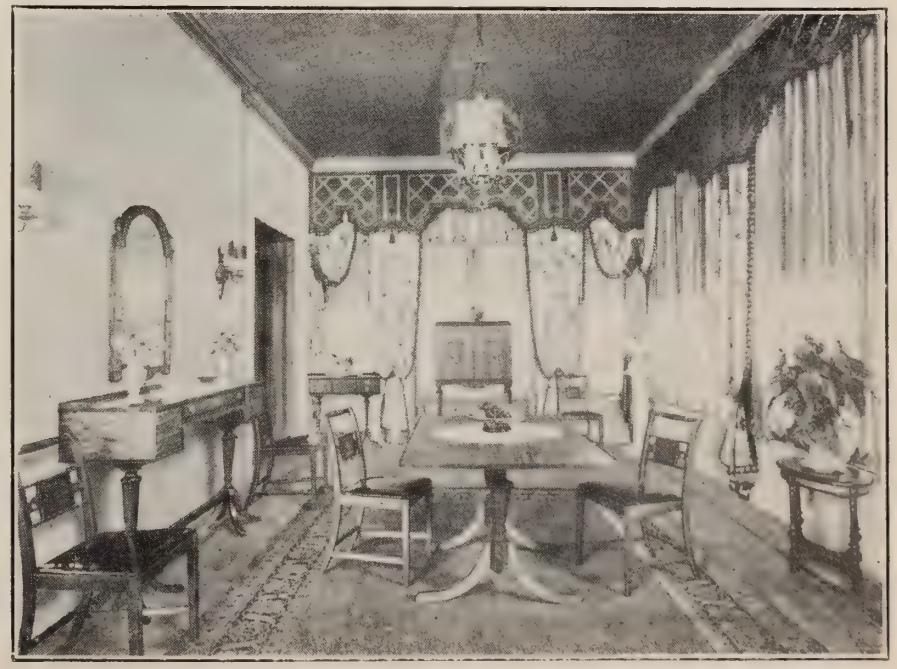
The main floor of J. S. Veale & Sons' store was devoted entirely to the display of Gothic, Colonial, Italian and Jacobean furniture suites and pieces an extremely attractive exhibition.

On entering the store, visitors found a beautifully appointed bedroom equipped with mahogany furnishings and bed, and passing on to the next display compartment a magnificent display of dining room fulniture in solid walnut along Italian design was to be viewed.

The Italian walnut furniture, fashioned along proper Italian pattern, was yet another feature of the exhibition seen in another part of the store. This section, which was another replica living room was furnished with a piano which lent a distinctive note of finish to the room, as did a McLagan cabinet phonograph.

Jacobean hall furniture, completely furninshed breakfast rooms, summer furniture and Colonial chesterfield suites were other features of the exhibition laid out along delicate lines. Visitors evinced considerable interest in the Gothic and Windsor types of furniture, the latter being artistically shown in a special dining-room display. The Windsor type of furniture with its straight and dignified lines, formed a striking contrast to the Jacobean oak settings, while the delicate fawn and green befroom suite couors made an appropriate offset in color from the solemn mahogany shades. Diners with blue leather seats, large octagon tables and spacious cabinets are separate pieces displayed to advantage.

Draperies and carpets were features in a distinct class, and were assigned to sections of the store with pleasing effects. Each compartment where a complete suite was



A Hepplewhite breakfast suite, made by one of our Ontario furniture manufacturers and displayed by J. Veale & Sons during the recent furniture fashions show at Windsor. All the Windsor dealers featured in their interior as well as their window displays furnished rooms. These proved very attractive to visitors who inspected the furniture exhibits in the various stores.

exhibited was furnished throughout with appropriate draperies and carpets, while stately and subdued floor lamps lent an inviting touch of color to the entire scene.

### The Balmain Store's Show

Displaying an elaborate seven-piece walnut bedroom suite in a window artistically arranged, the Balmain Furniture Company, on Goyeau street, offered a cordial invitation to the public to visit the establishment, where special furniture features were shown in connection with the Better Furnished Homes week.

### The Balmans Store's Show

Displaying an elaborate seven piece walnut bedroom suite in a window artistically arranged the Balman Furniture Company on Goyeau street, offered a cordial invitation to the public to visit their establishment, where special furniture features were shown in connection with the Beter Furnished Homes week.

The window display was arranged with delicacy which clearly illustrates the style and quality of furniture shown. Nothing had been left undone to make the exhibition as attractive as possible, and not only was the window a feature of the display ,but the main floor contaned an abundance of furniture which should have appealed to every housewife or resident in the Border Cities.

The dining room suites finished in mahogany in Queen Ann, Louis XV, and William and Mary period designs were outstanding features in furniture manufacture. The Balman furniture store carries a full line of this equipment on the main floor, along with a special assortment of breakfast room suites fininshed in walnut of an equally high quality.



No. 2056 Floor Lamp from the line of the J. B. Watson Furniture Co., Limited, Kincardine, Ont.

Another section of the complete establishment contained a complete display of modern Chesterfields suites varying in shades and styles adapted to suit every home. Specially prepared to undertake the furnishings of smaller modern homes, the Balman Furniture Company had on display an extremely attractive stock of furnishings on display.

The carpet and rug section was another department of special interest, and there one could view floor coverings of unique design, and color which with harmonious effect was displayed attractively along with the furniture section.

### Styles And Quality At Drakes

With one window elaborately equipped with a modern living-room suite upholstered with tapestried mohair, the Drake Furniture Company, 35 Sandwhich street west, fell enthusiastically in line with the Better Furnished Homes Week campaign, and the premises of the company afiorded visitors many opportunities of witnessing pratically everp piece of interior equipment used in the modern home of today.

Bedroom suites and breakfast room suites designed along most attractive styles dominated the main floor of the building, and some exquisite and tasteful suites were shown. One breakfast room suite, hand-decorated, was ofivory color trimmed with black, and formed a striking contrast to the ordinary breakfast suites found in most homes. A four-piece bedroom suite in two-tone walnut was another attractive feature of the main floor.

Sun room furniture designed in keeping with the most modern creations, also held a prominent place in the exhibition and, decorated in ivory and trimmed with black and gold, was extremely bright. A feature of this style of furniture was the blue silk damask covering which is an innovation in the furniture world at the present.

A breakfast-room suite in ivory finish trimmed with with gray and blue was a striking feature, an especial dainty coupled and appropriate drapings.

On the second floor of the building, an abundant supply of last word Chesterfield suites was displayed to advanmedtage in mohair coverings as well as tapestry upholstering. The varying hues of this furniture made a fine picture while the display of carpets and rugs on the same floor wre especially worthy of note. Stlye, quality and dependability marked in exhibition throughout, and visitors accorded a hearty welcome at the store any time during th exhibition.

### At Meretsky And Giltins

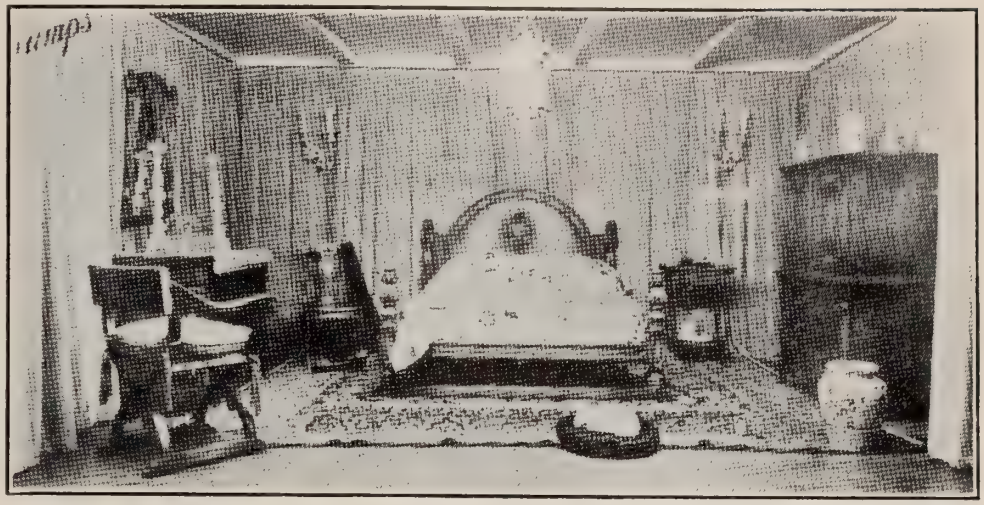
Specializing in a complete assortment of furniture ranging in style from early English to the Italian Renaissance period, the furniture store of Meretsky & Giltin, presented an attractive appearance in accord with the Better Furnished Homes week.

Two windows facing Pitt street arranged along artistic lines and display came the last word in modern home furnishing. One window was devoted to a living room display featuring cane-back furniture upholstered in silk damask.

The other window contained a completely equipped six-pieced bedroom suite in two-tone walnut of the Louis XVI style. Appropriate carpet settings were added to the window display and other furnishings lent a paticularly

(*Continued on page* 44)

A good window display is one of the best advertising helps a dealer can undertake, says Mr. Greene in this article, and this Montreal dealer's display bears out the truth of that assertion.



# LINKING UP DISPLAY WITH ADVERTISING

## Some practical suggestions for successfully linking up advertising with window and interior display.

Written for Canadian Furniture World by L. R. Greene, Hamilton, Ont.

IN discussing retail advertising, let us get right down to basic principles. Advertising, to be of any value to the retailer, must bring back to him his investment plus a profit in the way of increased good will or profiitable sales.

When you mention advertising to the average merchant, his mind is likely to revert immediately to the idea of putting a few advertisements in the newspaper, sending out a few circulars, putting up a few signs, any one or all of these things. That, to his mind, is advertising.

Such a merchant is not likely to be a very successful advertiser unless he gets a much broader idea of what advertising really means. The first thing he must consider is what impression his business makes upon those who should or do trade with him; the people who occasionally visit his store and buy his goods. Do they go away with a good impression as to what they have bought and the treatment they have received? Do they like your store, your clerks, the way you arrange and display your merchandise? In fact, does the atmosphere of your business impress them favorably or are there things in your organization and in the way you handle your business which are objectionable to the average customer and which must be corrected, if you are to make full progress?

Remember this, you advertise whether you wish to or not. It is optional with you as to whether you put an advertisement in the newspaper; as to whether you send out a circular; but as long as you are in business, there is one kind of advertising working for or against your business. You cannot avoid it and, therefore, it is of primary importance you give it first consideration. I refer to the appearance of your store, the appearance of your windows, the attitude and service rendered by your staff to the buying public. Untid.ness, carelessness, lack of courtesy, if they are in your business, are very much in evidence of your customers and so repel them and create an unfavorable impression, which drives them to other merchants for their purchases.

So, surely, the first thing to consider in retail advertising is the appearance of your store, the arrangement of your stock, the attitude and training of your staff, and this big question of service to the buying public.

### Picture Business In Your Mind

If you will just for an hour or so try to forget all things and get a fresh impression of your business. Is your stock well arranged? Is it properly displayed? Is your store neat and tidy? You may o may not be in a position to buy the latest and up-to-date fixtures, but that is neither here nor there, so far as giving the proper display to the goods that you handle and the keeping of your stock neat, tidy and well arranged. Remember that when a customer comes into your place of business to buy a certain thing, if your stock generally is well arranged and well displayed, he may see a dozen other things he needs. He may buy them at the time or he may make a mental note and come back later. This fact is recognized by the successful chain store systems. You go into a "5 and 10 Cent Store" and you will find all their stock is so displayed that it catches the eye of the shopper. It is not piled away in packages on the shelves, but is laid out where the prospective buyer con see it. The method of display used by the 5 and 10 cent stores, sells far more goods for them than the work of the clerks behind the counters. The goods sell themselves as it were. They say, "Here I am, look me over, I am worth so much." How much actual selling does the average clerk in a 5 and 10 cent store do? Practically none. It is nearly althogether a matter of clever display. Remember that.

You will say there are many times in my stock, which I could not possibly display in that way, nor have I sufficient room. True; but there are innumerable items in your stock which you could display and which are put away in odd corners, and possibly even you have forgotten some of them.

It does not matter where your business is situated, in the big city or the small town. The principle of display applies in either cases and the sooner you grasp its

possibilities and study it out for your business, the bigger will be your returns. Don't think this matter of display simply means piling goods on the counter, any old way; have some system and method in your efforts along this line and you will get good returns.

Then there is the personal factor in your business. What about your clerks? Are you setting them a good example in handling and treating your customers courteously, or are you simply leaving the boy to do the best he can and follow his natural inclinations, some of which are right and some of which are wrong? What about a meeting once a week with the boys to go over the new lines of goods which have come in during the week and a discussion of the selling points and the opportunity for their sale? Are you carefully scanning all the literature you receive from manufacturers of the lines you handle and passing the good pieces along to the boys so they can study them and get the talking points?

A salesman calls on you; he has a good product, he talks it well, emphasizing its selling points. You buy, but do not get the boys together at the time for five or ten minutes, or perhaps that same evening, and say, "Here" Mr. Jones, you have sold me your goods because you have put up selling points to me which have convinced me of their selling merit, now pass these same selling points along to my staff so that when those goods arrive in this store, we will be able to sell them to the consumer.

### Trade Papers An Inspiration

A great source of information are the up-to-date trade papers. You probably get and you read them, but do you see that you staff also have the benefit of the information they contain?

Now you may say you thought this was to be a talk about retail advertising, but isn't the talking of the goods you sell to your customer on the part of your clerks, advertising? Isn't what favorable things your customers say about your business to their friends, about the good service and the goods you sell, good advertising? Most assuredly it is, and if it is favorable it is the best kind of advertising you can get. If it is unfavorable it is the most unharmful advertising you can receive.

What about your windows? There you have one of the greatest advertising opportunities possible to have and your windows will insist upon advertising. If they are untidy, dirty and neglected are they not likely to give just such an impression to the man who passes your store? And so he sizes up his business. If they are neat, clean, well-dressed, filled with attractive merchandise, they are working every minute to sell goods for you and also to create good will.

It is so obvious that properly cared for windows are good advertising that it is astonshing any merchants neglect them. Let us take a lesson from the great departmental stores, which spend thousands and thousands of dollars on their window trimming. They realize there is no better advertising than a well-dressed window. If that is so in the cities, where competition is keen, how much more so it is in the small towns where window trimming is frequently neglected, and so you have wonderful opportunities to make your store outstanding in that respect. Your windows will insist in advertising your business and it is up to you whether that advertising be good or bad.

### Plain Price Tickets An Aid

And in touching on store display and window dressing I cannot help but emphasize an important point in that connection and that is the plain pricing of your goods. Do not be afraid to show prices plainly in your window. Neat price tickets are a tremendous help to sales. Here again the chain stores have established a very definite policy and I can tell you that chain stores have to be operated mighty efficiently if they are to make money I have talked to chain store executives and I know in every case they emphasize the importance of price tickets. Even in such an exclusive shopping district as Fifth Avenue, New York, the price ticket has its place. A series of experiements was recently carried out in that high-priced shopping district and the windows which displayed the prices of the goods it contained was the window which was most profitable to the mercant. The day of marking your goods with heiroglyphics and keeping their price a dark secret is gone by. Well displayed and priced goods in your store will sell themselves. Frequently, your customer is timid about asking prices. He does not want to bother the clerk until he has made up his mind as to whether he will buy or not and so passes out of the store without the knowledge he wishes to have. and he may never come back. The price ticket may make the sale on the spot without any effort on your part. I do not mean by that only cut prices should be advertised; far from it. Study the use of the price ticket, as you will find it an effective ally in your efforts to build up sales.

---

## THE PROGRESSIVE FURNITURE MAN

He's always a-hoppin',
Wherever he is,
With no time for stoppin'—
His mind on his biz!
He's wise to the art of
How chairs are made,
An' joys in the heart of
Him—pleasing his trade!

No matter what kind of furniture it be
He knows all about it—from A down to Z!
Whatever is new—in the "novelty" van—
He's got it in stock—the Furniture Man-

He's always a-bustle,
With "ginger" an' "pep,"
To keep custom comin'—
An' make good his "rep,"
The trade's got its eyes on his
Bustlin' shop—
You bet they are wise to his
Store an' stock!

No matter what's wanted—that furniture man, he
Has got it—whatever period it be!
He's some "business wizard"—if anyone can
Get trade— it's that gent—the Furniture Man!

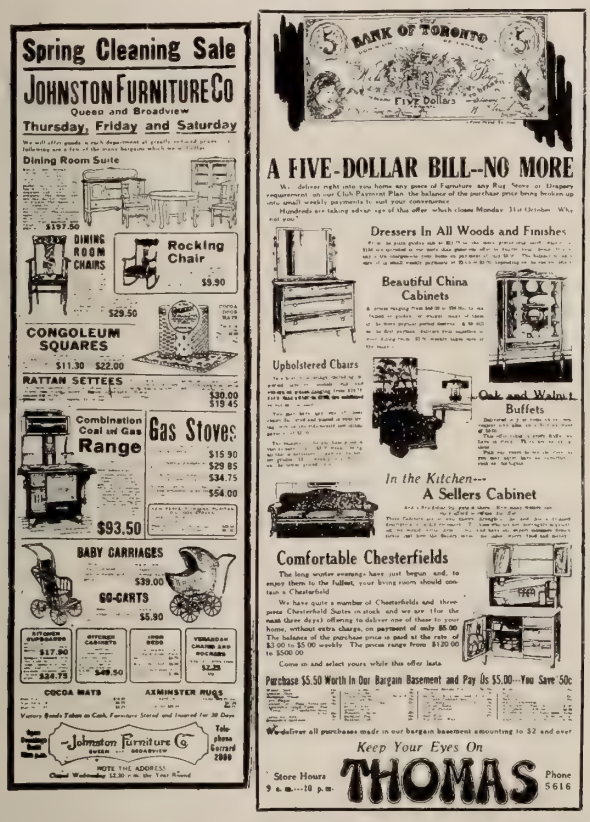
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A pretty wedding took place in Central Methodist Church, Toronto, on May 10, when Rosamond, daughter of the late Frank Denton, K. C., was married to Claude Ashborne McMurty, eldest son of Mr. and Mrs. W. J. McMurty of the Gold Medal Furniture Co. Roy McMurty was one of the ushers. The officiating clergyman was Rev. Bruce Hunter. Dr. Edward Broome played the wedding music. A reception was held after the ceremony at the home of the bride's mother.

# GET BUYER'S MOOD WHEN WRITING ADS

Learning from others—Get "punch" into copy—In directing appeal get contact with readers.

THE dealer who does not advertise regularly in the local newspapers is most likely not to study the advertisements of his competitors. If he devotes some time to analyzing what the other fellows are doing in the way of newspaper advertising, he can learn what is good and what to avoid by putting himself in the place of a prospective customer. The shrewd dealer will always realize




Two ads. that are bound to attract attention—the first a seasonable ad. that tells of the things we want now and which are to be had at reasonable prices; the other, which tells what a $5 bill will do in a special sale put on by a London furniture house.

that he can learn something from others, that he can cash in to his own profit.

So much newspaper copy lacks "punch"—that is, the quality which may be described as the forcing of attention upon the reader. It is no source of wonderment to know that messages which have no point of contact with readers fail to produce results. If there is not present a direct appeal at the outset to arouse sufficient interest in the reader to make him continue his perusal of the advertisement, the copy will not function to the utmost, if at all.

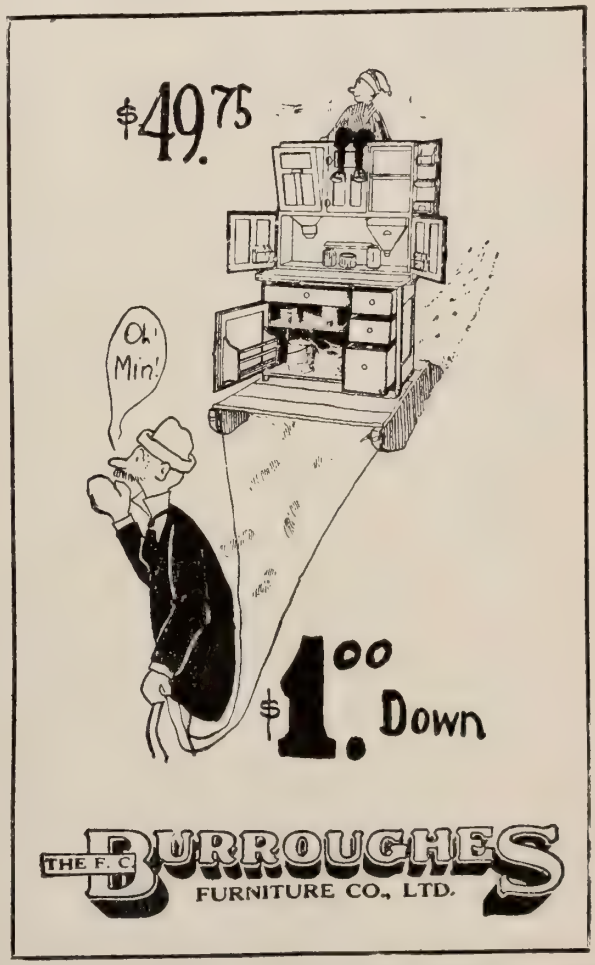
The first consideration in your copy must be the planning of the matter to be incorporated in such a way as to make your advertisement "hit the reader in the face," without the application of any conscious effort at attention. Surely a dealer in the furniture business, with his detailed knowledge of his wares, ought to be able to detect whether his copy really "stands out."

The utilization of your space without a consideration of the mathematical arrangement of your illustrations and the leaving of some white space for contrast to aid in securing attention, makes for unsatisfactory results. Nor should you crowd your space with solid masses of type of such small size as to discourage the reader who might be naturally interested in what you have to offer.

While it is difficult to accurately record the results of your newspaper advertising, a dealer can through judicious observation and a consideration of relevant facts on the days following his advertisements, determine approximately whether his copy is "going over."

## MAKE ADVERTISERS TRUTHFUL

In an address delivered by T. A. Trestrail, Secretary of the Toronto Advertising Club, on the subject of "Retail




This is one of the best ads. that have come to us this year. It proves the value of illustrations. There is no need of descriptive matter when a striking cut such as this is used.

Selling," before the recent R.M.A. convention at Toronto, he stated that there were still flagrant breaches of public confidence committed by advertisers, and spoke of the means that are being taken to combat the evil practice. The arguments for frankness and candor on the part of advertisers were enlarged upon by the speaker. He was convinced that there is a prosperous year ahead for retail business, and emphasized the necessity for systematic advertising to achieve success in merchandising.

## EXAMPLE OF GOOD ADVERTISING

Speaking of striking advertising stunts, this is how Collingwood, Ont., house furnshings dealer put on his story in the news columns of his local paper:

BROKEN WINDOW CAUSES MUCH DAMAGE

(Special to Enterprise)

Collingwood, March 16,—Many looked but few realized the real extent of damage done when Trott's window broke, real facts just made known LINOLEUMS AND OILCLOTHS suffered most. Prices literally collapsed. Linoleum $1.11, Oilcloth 72c.

FALLING GLASS KNOCKS

the profit off Rugs. 90% of their rugs are being sold at cost. Wiltons, Brussels and Tapestries of all designs patterens, sizes, from $11.50 up.

FOR SPRING AND SUMMER

requirements we have a full line of Reed Furniture, light and durable. Reed makes one of best materials for moderately priced furniture. See our beautiful assortment.

Curtain, Curtain Materials of very newest designs in Madras, Nets, Marquisettes and Scrim.

Congoleum and Linoleum Rugs, also reduced.

TROTT'S phone 25, Night 41-313.

## ADVERTISING SOLD KITCHEN CABINETS

Commenting on the failure of 19,000 business enterprises in the United States last year, O. C. Perkins, sales manager of the Sellers Kitchen Cabinet Company of Elmwood, Indiana, gave a talk a few evenings ago to the members of the Hamilton, Ont., Ad. Club in which he said these are largely attributed to the fact that the men directing such concerns did not appreciate the value of advertising.

Mr. Perkin said that, despite adverse conditions last year, the company he is identified with enjoyed one of its most prosperous periods. He emphasized, however, that such prosperity was secured mainly through extensive advertising which the company conducted to the limit of its financial resources.

"Our company has unbounded faith in the efficacy of advertising to produce results, and it gets the business. But we also feel that the best advertising falls short of its objective unless it is fully supported by good salesmanship. We advertise nationally, but we support it by advertising campaigns in local newspapers, courses of instruction to retail clerks, etc."

## CAMPAIGN TO INCREASE DAVENPORT SALES

The Davenport Bed Makers of the United States intend to put on for the benefit of the retail trade a national advertising campaign. This effort is said to be the largest ever attempted in the Furniture Industry in the United States. It will go over the country, will touch every community and influence every class of people. Prior to any definite preparations, a thorough investigation was made of conditions at retail; consumers all over the country were questioned, dealers in many localities visited, and a comprehensive report made, so that the campaign could be based upon the need that actually exists, as disclosed by the facts in the case. And these facts were ascertained by expert investigators. The Kindel Bed Co. at Stratford, Ont., has linked up with this campaign, several artistically arranged ads. having appeared in our Canadian newspapers of late.

## MAKING USE OF ADVERTISING MATTER

Many dealers do not make the use that they should of advertising matter supplied by manufacturers. A Saskatoon dealer believes that it can be made extremely beneficial in promoting sales. He stamps his name on all such matter, and few articles leave his store without some adver tising of this kind. He also encloses advertising in all letters going out to customers, and personally selects this so as to enclose that which is most likely to appeal to each customer.

## BOTH HASTEN RESULTS

I hastened into a barber shop the other day and asked if I could be shaved in five minutes. "Yep!" was the reply. The barber quickly applied the soap. He began lathering and lathering, and kept on lathering until I felt sure I would miss my train. Still he kept on plying his soap brush. I was saying to myself, "Why doesn't he quite this process and get busy with his razor?" That would have been my way of shaving myself in a hurry. When he did finally take up his razor the job was over in a jiffy. And I caught my train.

The incident, for some reason or other, begot this thought in my mind: Lathering is to shaving very much the same thing as advertising is to selling. If you do enough preliminary work and do it properly, so that groundwork has been thoroughly prepared, then the resistance is very greatly reduced, and it is possible either to shave with less trouble or to sell goods with less trouble. A good many business men are as foolish as I would have been in trying to shave myself in a hurry: They don't use enough advertising before starting to try to get results. They don't apply enough advertising lather.

### I BELIEVE

I believe in the stuff I am handing out, in the firm I am working for, in my ability to get results.

I believe in working, not weeping; in boosting, not knocking; and in the pleasure of my job.

I believe that a man gets what he honestly goes after, that one deed done today is worth two deeds tomorrow, and that no man is "down and out" until he has lost faith in himself.

I believe in today and the work I am doing; in tomorrow and the work I hope to do, and the sure reward the future holds.

I believe in courtesy, kindness, in generosity, in good cheer, in friendship and in honest competition.

I believe there is something doing somewhere, for every man ready to do it.

I believe I'm ready—right now.

—Elbert Hubbard.

# THE ILLUMINATION OF THE SHOW WINDOW

**Footlights combined with spotlight and standard devices produce lighting effects suitable to give prominence to window and to goods on Display—Colored light has special appeal.**

THE idea of lighting every scene on the stage in the same way has long been discarded. Now we enjoy a comedy, opera or drama not alone because of the talent, but because the lighting makes us feel the spirit of the idea that the stage director is trying to produce.

Show window displays are similar to stage settings. The show window is the dealer's stage where his merchandise is attractively arranged to appeal to the shoppers' desire to have—to buy, if you please. The many window displays are as different as stage settings and each can be made effective in its particular appeal if properly lighted. There are several ways in which this can be done, i.e., with footlights, reflectors, spotlights and color equipment.

Window footlights placed at the front of the window near the plate glass are used either in combination with reflectors, mounted at the ceiling or alone. Their purpose in the show windows, the same as on the stage, is to bring all details into sharp relief and eliminate shadows on the front of the setting. Especially where wax figures and forms are used, can footlights be used to advantage. The combination of footlights and reflectors overhead gives an evenness of lighting. For many displays brings the display nearer the front of the window into sharp relief against a darker background and is used oftimes to light a display in sharp contrast to other show windows.

Two general types of show window footlights are in use, both having individual silver mirrored reflectors for the proper distribution of light. They are made in sizes for use with lamps from 15 to 150 watts. They are very inconspicuous and are finished in the same color as the window woodwork. The height is less than six inches. A portable type of x-ray footlight furnished in lengths of 4, 8 and 12 feet, can be moved from one window to another. The disappearing type of x-ray footlight is built in on a section of under side of the floor of the window. This is hinged and the floor with footlight attached to the under side, is raised like a trap door. A system of simple gears are arranged for raising or lowering in position from outside the window. When this type of footlight is not in use the floor has the same appearance as that in any other window.

### Securing Contrasts With Colors

For average displays, individual silver mirrored reflectors mounted at the transom bar or ceiling, give a high intensity of light. This form of show window lighting in universal use, has been developed to such an extent, however, that for contrast, something else besides increasing intensities is necessary.

Tints of color in lighting on the stage increase public enthusiasm in that production. The right shades of color make the entire setting blend—the play "goes over the footlight" a big success. This same harmony in




**Here is a good example of what proper window lighting will do. This attractive window display in the Hydro Shop at London, Ont., assisted by advertising, increased last year's sales 20 per cent.**

show window lighting is especially desirable during special seasons. The same white lighting does not typify the spirit of every display, but tints or color will, when blended to harmonize with the setting. Every show window that arouses keen interest creates sales. It makes a lasting impression on the minds of those who see it. Color lighting will cause a window display to remain in the memory of shoppers just as color effects help us to remember some details of a theatrical production.

Color effects from reflectors mounted at the ceiling are produced by using a color-ray unit provided with interchangeable color slides in standard shades of red, green, blue and amber. Color effects with footlights are made by using dipped Tungsten Mazda "B" lamps or color mediums with nitrogen (Mazda "C") lamps.

In general tints of colors are best suited to most displays. Color slides are alternated to secure the particular tint or effect wanted. Displays using combinations of single colors in each section of the window are also very effective.

From the four primary colors—red, blue, green and amber—the lighting in any window may be tinted in almost any shade.

Red is the most lively color in creating atmosphere. In lighter tints (made by mixing with the white light of the lamps or with other colors) it produces a delightful gently stimulating effect. Rose tints (made by mixing red and blue colors) are soft and inviting; therefore, appropriate for settings with home furnishings, ladies' furnishings or interiors.

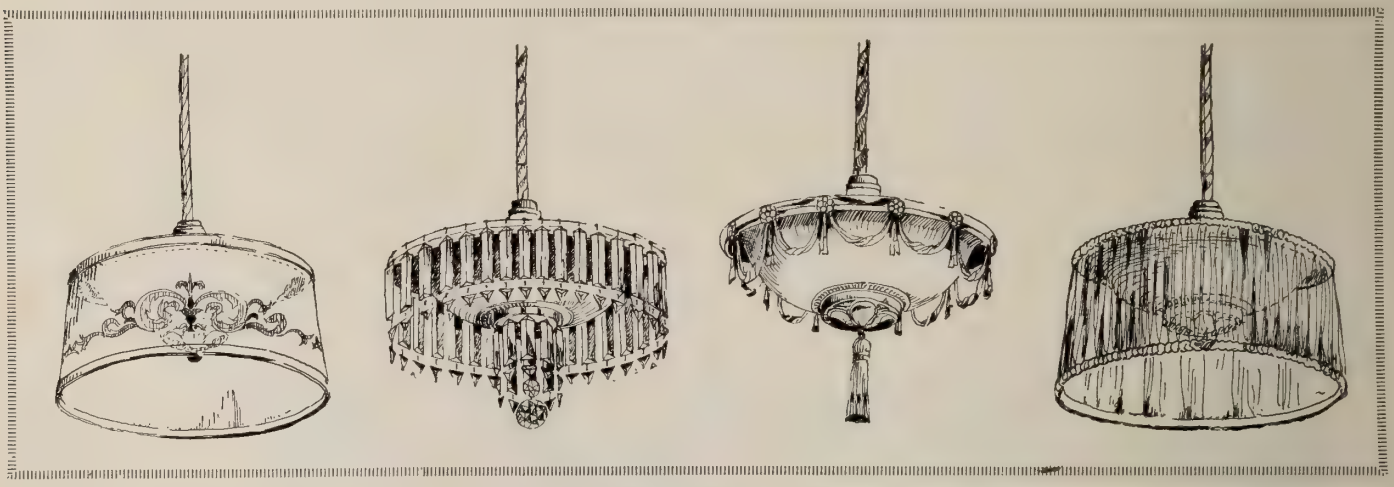
Blue is a cool color, soothing and subduing. It suggests coldness, the night, moonlight, dignity. Blue is appropriate for white goods, silver, enamelware or winter scenes. When shaded to purple (with blue) it suggests splendor, luxury and dignity.

Green, the color of Nature's garb, is cool and refreshing, suggesting coolness and rest. It suggests life, youth, vigor, summer, the outdoors. It is appropriate for displays of vacation supplies, sporting goods, rainy weather wearing apparel. When mixed with blue, it suggests the quiet of winter.

Yellow is associated with sunlight and is symbolic of light, happiness, springtime. It is the easiest color to work with in lighting window displays and mixing other colors with it produces many pleasing tints for any display.

### Spot Lighting

The spot light concentrates attention to the leading role on the stage. For show window displays, particular attention may be attracted to some article by spot lighting. It has a particular use, especially with color lighting. The spotlight shown here is adjustable to any angle and can be attached to the regular window reflector shade holder, or bolted to a supporting surface. The spread of light is adjustable from the outside and a color frame for use with a color medium is supplied.



Some of the newest store lighting fixtures are designed on period lines.

## WHERE CANADA LEADS THE WORLD

SIR FREDERICK WILLIAMS-TAYLOR, General Manager Bank of Montreal

Take first our agricultural resources. Think of it! The whole Northwest was a barren waste only forty odd years ago—and to-day, in a thousand-mile belt across three prairie Provinces, is one of the greatest grain producing areas in the world. In the past three years, Canada's sales abroad of vegetables and animal products brought $1,900,000,000 a sum in itself approaching the amount of the national debt. Our forest products exported in the same three years amounted to $660,000,000; and there are still left great forests in Douglas fir, pine and spruce pulpwood—enough, if carefully preserved, to supply a great trade throughout an indefinite future.

In water power, no country is richer. So far we have developed in the provinces of Quebec and Ontario about 1,000,000 h.p each, British Coluumbia coming next with 300,000 odd. But a catalogue of our natural assets is far beyond the scope of this article. Let it suffice to add that we have one of the greatest zinc mines in the world, the greatest deposits of asbestos and nickle, with coal mines and fisheries practically inexhaustible. And so on ad-infinitum. That part of Canada east of the Great Lakes my be termed a manufacturing area. Well over $3,000-000,000 is invested in Canadian manufacturing plants, employing three-quaraters of a million people, and producing goods worth upward of $4,000,000,000 a year.

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## PRICE TAG WAS GONE

"Isn't that a beautiful table, Henry," said his wife as they paused before a furniture store window on the way to the theatre. "Could we afford it, do you suppose?"

"I don't know, there isn't any price on it. Probably it's pretty steep."

Actually the table was not high in price. They could afford it. The sale was lost because the price-tag was absent.—*Credit Men's Journal.*

D. O. McKINNON
GENERAL MANAGER

W. B. HART
ADVERTISING MANAGER

# Canadian FURNITURE WORLD AND THE UNDERTAKER

JAMES O'HAGAN
EDITOR

Published by The Commercial Press, Ltd., 51 Wellington West, Toronto

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VOL. 13. TORONTO, MAY, 1922 No. 5

WEDNESDAY AFTERNOON CLOSING

Wednesday afternoon closing all-the-year-round has been in vogue in Galt, Ont., for some time. An editor of FURNITURE WORLD who recently visited that city found the arrangement working out very satisfactorily. Clerks are well pleased with it as it gives them a resting period in the middle of the week and affords them an opportunity for recreation and transaction of personal business.

The proprietors of the stores have no complaint either. Those questioned by the writer expressed the opinion that just as much business was done under this arrangement as if they remained open Wednesday afternoon. It also breaks up the week for them and gives them a chance for a "change," felt at all times but particularly during the summer months.

* * *

THE JUNE BRIDE TRADE.

The month of June has now become renowned as Cupid's harvest season, and each year we find an increasing number of matrimonial unions being staged during this month throughout the length and breadth of the land.

This is all grist to the furniture dealer's mill, especially if he puts forth real aggressive efforts to cash in on the opportunities presented. It gives chances for sales in appropriate lines for wedding gifts, and also brings new people to the store, with whom an acquaintance can be made. This should be gone after strongly at the proper time. It is desirable to make each the subject of a separate effort, a different appeal for each being necessary for the best promoting of sales.

* * *

COURTESY TO TRAVELLERS

A short time ago in a small town a very peculiar incident was witnessed. It struck the onlooker as being peculiar at any rate. A traveller entered the store and before he had had a chance to announce himself the proprietor had glanced at his satchel and said, "I want nothing to-day."

This was far from being a show of strength of will. It was an admission that he had a weak one. He was afraid that if the traveller had a chance to talk to him, he would have sold him something. He was afraid to let the traveller talk to him.

* * *

SUMMER RESORT BUSINESS

It is none too soon for the dealer to begin to give serious thought to the matter of summer resort trade. People are already making plans for the coming summer and it is none too early for you to introduce to them the fact that you can assist them in making their summer holiday more enjoyable. One firm known to the writer has already sent out one circular to customers who generally go camping in the summer. If you are located in a camping district you should now make your arrangements if you are planning to cater to the summer resorts in your district. The summer resort business gives promise of being of big proportions this year to every dealer who puts forth a real effort to secure his full share of passing trade.

* * *

A TIP FROM ROBINSON CRUSOE

At the time when so many erstwhile advertisers are reducing their announcements to mere whispers, a particular bit of propaganda from an unknown author strikes us as being conclusive, and the application particularly fitting at this time.

"One of the most persistent advertisers in the history of success was Robinson Crusoe. He knew what he wanted—a ship—and he put up an ad for one. He flung a shirt on a pole at the top of his island; that, in the language of the sea, was plain to every sea-faring man.

"The circulation was small—there was no other medium—but Crusoe kept at it, despite the fact that he got no inquiries for a long time. He changed his copy—as one garment after another was frayed out—and in the end got what he wanted.

"Suppose Crusoe had taken down that signal after a time and declared 'Advertising doesn't pay.' Where would he and his story be now?

"Put up your signal and keep it there. Crusoe advertised under very discouraging circumstances. You've got a sure thing—it is only necessary to have the patience and pluck of Robinson Crusoe—and the good ship 'Better Business' will soon tie up 'longside your pier."

## WE WANT PICTURES

Canadian Furniture World would like pictures of dealers' children. If you have an unusual youngster—and of course you have, if you have any—send it in. Usually posed pictures are not quite so effective as those snapped when the little one is at play or engaged in some other charasteristic activity. But—well, send in the pictures!

* * *

I have noticed that a man can do pretty much what he wishes to do if he refuses to be discouraged and comes back at the proposition day after day. After all, that's the secret of any human success: the ability to keep pounding.—SENATOR H. F. ASHURST, of Arizona, in the *American Magazine*.

# In The Furniture Dealer's Office

## AN ANALYSIS OF BUSINESS CYCLES

Roger W. Babson, writing in 100%, gives a very comprehensive statement of those periods into which business cycles are divided, as follows:

1. Every cycle begins at the peak of prosperity. It is accompanied by large profits and high wages.
2. This is followed by a period of inefficiency, accompanied by declining bond prices.
3. Next comes the period of dishonesty and profiteering, accompanied by declining stock prices.
4. Then comes the periodical crime wave, with declining commodity prices.
5. Lack of confidence is then everywhere apparent, which results in general unemployment.
6. People must then cut down living expenses, families double up, all of which results in declining real estate prices. This is the end of the general decline, and improvement usually begins at this point of the cycle.
7. Thrift becomes more evident, and this results in declining interest rates, allowing banks to loan money to start new building and again set the wheels of industry moving.
8. The unemployment period always results in greater efficiency, which is evident at this point of the cycle. Increasing bond prices are noticeable at this time.
9. People become more honest, fairer prices are asked by both merchants and labor, which we did not get during period of prosperity.
10. Renewed religious interest is now evident, resulting in restored confidence, greater buying, with the strengthening of commodity prices.
11. This is followed by great activity in all lines, with labor fully employed.
12. The cycle has been completed; extravagance and waste are again in evidence, with high money rates.

The present conditions are not without precedent. Conditions following the Napoleonic and Civil Wars present a striking smilarity to those of the present time. The order or sequence in which the various iindustries are depressed also repeats itself, as is shown by statistics.

Industries feel depressions in the following order: Silk, food products, leather and shoes, wool and cotton, clothing. These five industries have passed the low ebb in the present cycle and have begun to improve. The packing industry is next in order and is now at low ebb.

Next follows the paper industry, building materials, railway equipment, iron and steel, automobiles, and last, coal and oil. Until the last six have further reduced wholesale prices, no general upward trend can be expected. This cycle will not be completed before a period of 12 or 18 months have passed.

## BRIGHTEN UP STORES

Mr. Clarence H. Smith's suggestion for a "brighten up the premises" campaign for local stores is timely, and should be productive of good. Mr. Smith thinks that the application of paint to a number of local store fronts and the installation of better lighting equipment would work wonders for the improvement of the Border Cities shopping district. And he is right. Visitors and citizens form their impressions largely at first glance. If a store is dark and dingy one is not likely to be impressed with the merchants enterprise, or to feel that from such a shop the best of merchandise can be secured. Merchants, as well as householders, should take a keen interest in the appearance of their store and homes. It means much from a business standpoint, and to the general morale of the community. Generally speaking, the stores of the Border Cities leave little to be desired. There are some, though, in which Mr. Smith's suggestions should be carried out.—Border Cities Star.

## STOCK MARKING

Much loss is sustained by reason of goods being carried in stock too long, or new stock being moved ahead of old. Following is a suggestion for marking goods so as to always know when they are stocked:

Use of first twelve letters of the alphabet or any other combination to designate the month, and the last ones reversed to designate the year.

MONTHS

| A | B | C | D | E | F | G | H | I |
|---|---|---|---|---|---|---|---|---|
| Jan. | Feb. | Mar. | Apr. | May. | June. | July | Aug. | Sept. |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |

| J | K | L | | | |
|---|---|---|---|---|---|
| Oct. | Nov. | Dec. | 1920 | 1921 | 1922 |
| 10 | 11 | 12 | Z | Y | X |

PRICE TAG

Invoice Z-11 (Nov., 1920)
Cost—
Sell—

KEY WORDS

Many merchants use a key for marking cost of goods. Following are suggested words:

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| R | E | S | U | M | P | T | I | O | N |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 0 |
| B | R | I | C | K | H | O | U | S | E |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 0 |
| A | D | I | S | C | O | V | E | R | Y |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 0 |

Know your stock.

## TOO SLOW

A negro lad had been brought into a Virginia police court for the fith time charged with stealing chickens. The Magistrate determined to appeal to the boy's father.

"See here," said his Honor, "this boy of yours has been in this court so many times charged with chicken-stealing that I am quite tired of seeing him here."

"I don't blame you, jedge." said the parent, "an' I's tired of seein' him here as you is."

"Then, why don't you teach him how to act? Show him the right way and he won't be coming here."

'I has showed him de right way," said the father, "but he jest don't seem to have no talent for learning how, jedge; he always gets caught."

"One malcontent in an organization is as a rotten apple in a basket of fresh fruit. I will employ no high salaried man who has not demonstrated he has the knack of making friends."—Frank Vanderlip, President of the National City Bank, America's Largest Bank.

# THE CURE *for* PRESENT "BUSINESS DISEASE"

Written for Canadian Furniture World by F. J. Penberthy, Toronto

There is nothing remarkable about the period of business depression which we have passed through. The law that depression follows prosperity would seem from past experience to be almost ts inevitable as the law of gravity.

The remarkable thing about hard times is that so few of us realize that hard times were bound to come and made provisions against them. That very lack of realization made hard times harder; made recovery more difficult; and made them last longer and the recovery slower. The term "Lack of Realization" covers a multitude of sins, and, incidentally, discloses the nature of the disease in question.

If the observations made during my recent travels north, south, east and west, in Canada and the other side count for anything; if the analysis that I have made, in an effort to get at the root of the cause of many failures and near failures, has any weight; if investigations conducted and statistics recorded by the foremost business men of the continent are at all accurate; if the statements of representative dealers themselves are true, and they are true, then I may safely define business disease as a complex ailment of the mind, having for its constitution a combination of some or all of these outstanding characteristics:

Lack of understanding of business fundamentals—economics and otherwise;

Lack of appreciation of the possibilities of the goods you handle;

Lack of concentration or division of effort and indolence;

Lack of knowledge;

Guesswork.

Like all others, the business disease has its syptoms. In the present case it is lack of faith and lack of courage. There seems to be an irrestible feeling that the way to business salvation is through the avenue of cheap, and necesssary undependable, goods—cutting down of expenses, and siting tight until business improves. There seems to be an inclination to follow the crowd wherever it leads—in other words, an inclination to follow the line of least resistance, and it is time to take precaution against the disease that is sure to follow these symptoms.

## Mistake to Duplicate Lines

I speak of lack of faith, lack of courage, desire for cheap goods cutting down expenses, and sitting tight. One might have faith and still lack courage of his convictions. If he loses a sale, on account of price, his courage fails him, and he immediately believes that it is necessary for him to have a cheap line of goods as well as quality goods. By so doing he is putting himself in a worse position than he was before. He is investing double the capital in order to make some meagre sales and, therefore his profits instead of being available for re-investment and turn-over remain on his shelves.

I was in a retail store just a short time ago and noticed five different kinds of floor wax and four different lines of brass polishes for sale. How much floor wax and how much brass polish will that man have to sell before the working capital and profit which remains in stock will be turned into an actual profit for re-investment?

The cutting down of unnecessary expenses, provided they are unnecesary, is to be commended, but great care should be exercised in determining just what expenses are unnecessary, so that in making a reduction your business will not suffer.

In our business I do not care how much our factory wages are in dollars and cents, nor do I care what the factory expense is. In our overhead I care nothing about what the salesmen's expenses are, nor what the advertising expense is, nor do I care about general expense—including interest, discount, and exchange, clerk hire, stationery and other incidentals—providing none of these exceed their proportion of percentage. And the only way that percentage can be proportioned is for us to sell the goods to make the percentage proportionate.

During the trying months of October, November and December, we ran our factory full time. We did not reduce the wages of a single employee in our factory nor in our office. We had confidenc in the future of Canada and, with the confidence we had we went ahead and filled our warehouses with manufactured goods in order that the purchasing power of the men who served us faithfully would not be impaired. The result has been very gratifying. Our men made the goods; our packing room packed the goods; our salesmen have sold the goods and at the close of our five months' period which ended January 31st. our business shows a very satisfactory condition. We attribute this showing to greater activity.

Our overhead expenses as shown in our books in dollars and cents are alarming but our percentage of overhead to sales as shown in our selling records has gone down to almost where it should be and prospects of an even greater reduction with the best period of our year—the Spring—still before us.

## More sales is the Remedy

Dealers should be in the same position. They are entering a period when expense will be corrected in proportion as they turn over their merchandise. Dealers cannot sit in their stores wondering what is going to turn up. They've got to make something turn up. Sitting around doing nothing will not pay rent; will not pay factory bills, electric light bills, clerk hire, or delivery. The only thing that will pay those things is profit. The only way to make profit is sales; the only way to make sales is to apply the energy that God gave us to sell something. The inertia displayed by some of our clerks is absolutely astonishing. A salesman on the road would starve to death in two months if he were to apply the same tactics as displayed by a great many clerks who are drawing fair money for practically driving permanent customers away from the store.

I have given our own experiences in coping with and overcoming the tendencies to business stagnation, and I have tried to show you that in the last analysis, whether or not your business is prosperous depends absolutely on your volume of sales. I have tried to more firmly establish the proposition already conceded generally that MORE SALES is the cure for all negative business tendencies.

With these generally acknowledged facts before us we must conclude that the only corrective for slumps, depressions, etc., summed up in two words is MORE SALES That is the antidote for a rising overhead. That is the counteraction for the growing pains of expenses, which, the less we sell, is the more acute, and that is the way to beat the law, which exacts a fearful toll for inactivity, be it forced or characteristic.

It cannot be gainsaid that there are rare circumstances

which temporarily cripple the furniture business. No one better appreciates than I the immediate depression which follows the closing down of a large industry on which the community depends for its purchasing power. In these circumstances there is much to be considered, and I would not be sincere, nor would it be logical for me to state that the activity which we agreed is the cure for the business disease would change such a condition overnight to one of prosperity. But, we are not all doing business in communities of this nature, and to those even who are so situated a great deal can be done through concentrated and intelligent sales effort to greatly improve these negative business conditions. There are always men in your community who have money—there are doctors, lawyers, dentists, railway employees, barbers, butchers, etc., who through direct solicitation, aggressiveness and service could be attracted to your place of business. There are towns within the Dominion which, through the closing down of a key industry, might be termed unfortunate, but not more so than the man who helps to heap misfortune on the comunity and himself by figuratively pulling the blinds and waiting for business to improve.

## PIONEER FURNITURE DEALER

Canada's oldest (and perhaps America's, also) furniture dealer lives in Chatham, Ont., and can be found daily in his store on King street, that city. He is Mr. A. R. Coltart, 77 years old, and at the annual banquet of he Retail Merchants' Association of Chatham, held in January, it was pointed out by one of the speakers that Mr. Coltart was the oldest furniture dealer in America, according to available records.

Mr. Coltart has been continuously in the business since the age of fifteen, starting in the trade in Chatham shortly after coming from Scotland.

For the past half century he has conducted the present store, having had different partners, until now he and his son, Wm. A. Coltart. conduct the business.

The firm of Coltart & Son occupy a three-story store, carrying several thousand dollars' worth of all classes of furniture, as well as rugs and linoleums. In the early days



A. R. COLTART
Chatham, Ont., Canada's pioneer furniture dealer.

the firm ran a furniture factory, and both father and son are familiar with the manufacturing end of the business. About thirty years ago the furniture business concentrated upon.

Mr. Coltart, sr., also has the distinction of being the first licensed embalmer in Canada. and conducted an undertaking business in connection with the store until three years ago, when this phase of the business was sold.

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Tests made in live stores give graphic proof that price tickets on merchandise stimulate buying a surprising per cent. As an investment they pay the fattest dividends so small an investment ever paid. In the face of the records, the strange thing is that anybody would be so slow as not to use them.

## WHAT SOME CANADIAN DEALERS ARE DOING

The Burroughs Furniture Co., Toronto, have started a "BlueBird Electric Washer Club," a five-dollar bill entitling members to one of the machines immediately.

"Brighten up the home after cleaning" is the May-Day message of the Dale Furniture Co., Toronto.

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## RETAIL BUSINESS MEN HELP SOCIAL COMMUNITY SPIRIT

An Association of retail business men in Toronto—The St. Clair Avenue Business Men's Association—are doing things in a social way, and propose doing more. Last year they took 500 kiddies for an auto ride; this year they will take 1,000 for a 40 mile trip. They will also hold a big picnic in the summer, and a euchre-dance in the near future. The membership has doubled within the year, and the memberse hold a weekly luncheon during the fall and winter and spring.

The Bloor-and-Bathurst Business Men's Association, another Toronto retailers club, also held a social evening recently with cuchre and dancing as prominent features of the program.

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## SIX SIMULTANEOUS RUG DISPLAYS

The Hudson's Bay Co., Winnipeg, Man., recently devoted no fewer than six front windows to Oriental rugs at the same time. Rugs were employed both for flooring and the background. Two of the windows were further ornamented by large paintings in large. golden frames. The remaining four displays contained lay figures, richly dressed in the Oriental costume of the country from which the rugs in that particular window were imported. One costume consisted of a green-spangled tunic over yellow bloomers, the woman figure's features being hidden with a Turkish veil. A Turk complete even to his red fez, held the centre of the third window. In the fourth window were two figures of a man and woman, clad in rich Oriental robes, heavy with embroidery.

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## CAN FURNITURE SALES BE INCREASED?

"Can Furniture Sales be Increased?" is the title of a little folder which the Home Furnishings Bureau has published during the month. "Other industries are on the aggressive, "Says the folder what is the furniture industry going to do to get a fair share of the spending money of Canadian people?

Furniture is not sold when shipped to a dealer, it is only crowded into the channel of distribution. Public demand the final output." The subject article of the folder, "What your Bureau can accomplish" is one written by T. Lyle Blogg and reprinted from the March Canadian Woodworker.

# Methods That Brought Business To Furniture Dealers

## How Some Furniture Dealers Across The Line Increased Their Sales.

### CIRCULARIZING THE NEWLY-BORN

THE proprietor of a Boston store who naturally believes in "getting them while they are young" says the *Furniture Record*, has a very effective means of circularizing his trade. He follows the usual course of watching the birth announcements in the daily papers in quest of prospects but instead of addressing the direct advertising to the proud parents, he writes to the new arrival along the following lines:

My Dear Little New Friend:

I have just heard of your coming tnto our world and I want to be one of the first to welcome you here.

I would be so happy to see you, too, for you are so brand new that I hope maybe you can tell me something about Heaven and the things you saw in the blue sky when you got your eyes as you came through.

And I have many pretty little new things for pretty little babies, to show you, and maybe a surprise gift for you if you will have your dear Muvver bring you down to see me.

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### LETTER-WRITING CONTEST TO INTEREST CUSTOMERS

A retail dealer wanted to announce the change in ownership, so he got out a four-page folder which could be distributed or sent through the post-office. On the folder was a half-tone of the proprieter, a picture showing exterior of the store and two pictures showing its interior. The inside of the folder was devoted to an exploitation of different lines or brands of goods, and in conncetion with these the following notice was run.

"Elmwood residents may judge for themselves of the merits of the merchandise sold at Rudin's Store. On this page are listed the advertisements of a few of the firms whose products are sold by Mr. Rudin. In order to impress upon the readers of this announcement names of these firms and their goods we take pleasure in making the following offers:

"To the person writing the best letter of 100 words stating why he or she regards such firm or product as the best in its line we will give a first prize consisting of five dollars; to the second best letter a prize consisting of three dollars.

"The contestants should state why Rudin's Store will benefit by the sale of the products about which they write."

One of the store's slogans is "Rudin's Service is as Close to You as Your Telephone."

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### DISPLAY AND SERVICE SELL FURNITURE

"Furniture well displayed is furniture half sold," is the pet saying of the proprietor of the O'Connor Furniture Co., of Santa Rosa, Cal., which in three years has built up the biggest furniture business in California, north of San Francisco. The display "half" of the business is made through window and sales floor layouts, all the various items being shown in "home" surroundings—every table in the store having a row of books, a bowl of flowers, a basket of fruit, or some ornament—and the other furniture pieces are equally well set out.

The other "half" of selling furniture is by the means of a decorator who sketches plans, lays out homes and arranges furniture in homes. This service keeps three outside salesmen busy. These men act as commercial travellers for the store, and travelling in Ford cars cover all the territory within a radius of 100 miles of Santa Rosa. This firm is now erecting a newer and larger store to take care of their increased trade.

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### PAY-UP WEEK A GOOD STUNT

The "Pay-Up" week is the latest stunt put over by a number of retail trade organizations in the United States. The plan is to set aside one week following the annual inventory to concentrate on collections, all dealers playing up this event in their advertising, their window displays and in special letters sent all creditors of merchants.

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### USES AND SELLS RADIO EQUIPMENT

The Standard Furniture Co., Seattle, Wash., is the first furniture store that we have heard of that is using the radio for publicity purposes. Every week a phonograph concert is "broadcasted" from this store. The company is selling radio sets, too; forced, in fact, to handle them because of the publicity gained through its "sending-room." A radio equipment section is now a part of this company's store's departments.

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### FURNITURE SALES, $180.000 IN ONE DAY

Through an advertising campaign Rothchild & Co., Chicago, on March 20, last sold $180,000 worth of furniture in one day of nine hours, an average of $20,000 an hour in sales. Some business we'll tell the world! When the store opened in the morning 300 people were waiting to enter, 100 of them women who made a bee line for twelve upholstered cane suites advertised at $122. The manager to quiet the rumpus announced that every woman who wanted one of these suites could have her wish gratified, although only twelve were offered in this special sale. It took 128 salespeople to look after the buyers.

The advertising campaign which preceded the sale for a week took the form of newspaper ads. and envelope stuffers, and cost $5,000. Comparative prices were used for 1920, 1921 and 1922, and the sales offer announced a 48 per cent. reduction of furniture prices under those prevailing in 1920.

The total number of sales totalled 3,168; the attendance was over 5,000; the average sale was $60,75 per cent. of which was cash. Prizes were offered and given the salespeople for their successful efforts.

## CANADA'S FIRST FURNITURE FASHION WEEK

(*Continued from page* 32)

cosy air to the exhibition which had been designed so that every piece was displayed to advantage.

An outstanding feature of the display was a two-tone walnut dining room suite upholstered in English tope mohair, and the varied classes of chesterfields of every design. A splendid display of carpets, congoleums and rugs was found in another portion of the estabilshment, while floor and table lamps placed at random throughout the building attractively. set off the displays.

Quality variety and stlye were three dominant factors which prermeated all the funiture ceations displayed by the Windsor Home Furniture Company in their store at the corne of Pitt and Goyneau streets. The variety was so great as to enable the most critical to choose their fancy, and the values were so covincing as to be indisputable.

Every modern requirement, including complete groups conforming with modern apatments limitations is being displayed. One window was devoted entirely to the exhibition of kitchen furniture, featuring the white porcelain table, which is making such inroads in kitchen furnishings today.

An increasing number of small homes are being built, with spacious living-rooms but diminituve dining-rooms whic cannot accomodate conventional size suites without obviously crowding. Such homes and apartments, the Windsor Home Furniture Company is catering to. "Honesty has been the reason for the success of our store," said Mr. Schor, propietor of the establishment, in discussthe store and its policy, and every piece of furniture whether exhibited or not, was in keeping with the remark of the proprietor. On displaya were varoius individual articles of funiture as well as complete suites in Queen Anne, Loius XV and Italian design, arranged throughout in a highly attractive way. The windows displayed a complete diningroom in antique solid mahogany, while another window carried a special assortment of carpets.

### Other Dealers Cooperation

The Bernhardt store in Walkerville and the Anderson furniture store in Sandwhich also cooperated with the Windsor stores in putting on displays and helping out the exhibition. All of them, too, took quarter-page space daily in the local papers. Nor where the furniture dealers alone in boosting the furnture exhibition. The music dealers of Windsor also linked up to make the week a "better music and a better furniture" exhibition. Even the department stores, the plumbers, hardware dealers and real estate people so worked their advertisements that they could link up with "Furniture Week" and cash in on the results.

The Horne Furnishings Bureau also placed dail ads. in te press. notifying the public of the features of the Better Furnished Homes Week and inviting their attendance at the exhibits in the various stores. The big feature of the week, however, was the address delivered by Mr. Gordon at the Collegiate Institute auditorium on Wednesday evening, April 26, tickets for which were distributed at the various stores, it being necessary for intending auditors to visit at least one of the store's displays to get a ticket.

That the Week was a success reflects great credit on all who helped make the Exhibition a success.


# *Two Business Getters*
# ARISTOCRAT and WELLWORTH MATTRESSES

The careful consideration that is given to the purchase of a mattress by a customer, demands careful selection of his goods on the part of the dealer. The Aristocrat and Wellworth Mattresses answer his requirements to the greatest possible extent. They are good sellers: the profit is right and they always give satisfaction. Long service and good value are features of these mattresses, they are light, compact and substantially constructed. The filling is 100% Kapok.

If the Aristocrat and Wellworth do not form part of your bedding display, write us now and receive full particulars.

## The Standard Bedding Company

**Builders of the Hygienic Mattress**

**229 Davies Avenue - Toronto, Ontario.**

## LECTURE ON BETTER HOME FURNISHINGS

f an extreme highly educative with a subject of intense human interest, was the lecture and furniture demonstration on interior home decoration, given by John Crooks Gordon, secretary of the Guild of Decorative Arts, Toronto, before a big audience in the auditorium of the Windsor Collegiate Institute on Wednesday, April 26, in connection with the Better Furnished Homes Week inauguarated by the Windsor furniture dealers. Mayor H. W. Wilson presided.

The scheme of Mr. Gordon's was a unique one in that the demonstration ran simultaneously with his lecture. Te stage of the auditorium had been specially prepared and furnished with appointments representative of a modern living room, presenting, however, a rather sombre appearance.

### Transforms "Rooms"

When expounding his ideas as to what should constitute the equipment of a modern living room, Mr. Gordon chose at random, as though suddendly reminding himself that something was lacking, an additional piece of furniture, and with harmonious effect, united it with the orignal pieces. Within a few minutes the lecturer had completely transformed the solid "room" into a place radiating with comfort and an atmosphere of repose. Afer impressing his audience with the results obtained, Mr. Gordon drew attention to the fact that one essential feature of modern homes was lacking—music. This difficulty was overcome when Mrs. Irene Whitaker Stevenson rendered a delightful piano accompaniment to Mrs. H. Bowlsby who sang "Love's Old Song," as the demonstration came to a close.

"Granting that we know all about what is necessary in furnishing a home there is still something we have a lot to learn about—and that is the selection of the furniture" said Mr. Gordon. "The best way is to take into consideration the size of the room, and then select furniture you know will fit, not necessarily like your neighbor has. Taste has a power of distinguishing beauty from quality, and it is the combination of both that eventually leads use to construct a perfect interior," tan by piecing together various articles of furniture, Mr. Gordon constructed a modern and properly appointed room, at the same time verbally pointing out the requirements of a model home and the perquisites thereto.

The principal phase in home furnishings instruction has heretofore been combined to lectures and illustrations in advertising, but Mr. Gordon said he belived that the highest aim of art is for the betterment of the home, and it was this remarkable talent of his,, as well as his ability to create the proper atmosphere through correct arrangement, that made the lecture such a success.

At the demonstration there was also an exhibition of work perfomed by the manual training classes of the public schools, for which prizes were awarded to the school showing the best work. This was one of the educational phases of the campaign, another equally important being the Better Furnished Homes Essay contest, open to all Border Cities school children.

J. H. Baetz, Kitchner, and F. E. Coombe, Kicardine, acted as judges, the prizes being announced by Mr. Coombe.

At the conclusion of the lecture and demonstration A. J. Veale moved a hearty vote of thanks to all the local dealers who had given their assistance to the campaign and to the speaker of the evening, also to Fred L. Kelly, in charge of the executive committee.


# Marshall Mattresses and Cushions




MARSHALL SPRING PATENTED

**Marshall** SANITARY **Mattress** AND **Cushions** ARE GUARANTEED

***Keep their shape***

## Marshall Ventilated Mattress Company, Ltd.

**Toronto** **Winnipeg, (Parkhill)** **Chicago** **London, (Eng.)**

# Personal Interest Creates Sales In St. John Store

In last month's issue we published a window display of a livingroom suite made by the J. Marcus furniture store at St. John, N. B. A few words of reference to this firm's history will not come amiss.

The present owners of the J. Marcus business are Max and H. L. Marcus. Max at the age of 22 took over the business after his father's death in 1911, having had several years of experience in the diffeent departments. The business grew steadily until, in December of 1919, a disastrous fire gutted the entire building. The store was then remodelled on modern lines, giving a very effective store front, with a 60-foot window display. Since that time, trade increased very rapidly, due in a large measure, to Mr. Marcus taking advantage of the excellent windows available, which were kept constantly filled with good clean displays of various lines in stock. The floor space now covers over 10,000 feet, 60% of which is devoted to showrooms, and the balance to storage and packing rooms.

In 1918, Max Marcus, younger brother, H. L. Marcus, became associated with him.

On the ground floor of the new store Chesterfield suites and living-room furniture are shown to good advantage, with floor lamps judiciously placed, making a very good impression on the furniture prospect. In a separate section on the same floor, are dsiplayed rugs, linoleums and baby vehicles. On the second floor is arranged a very fine assortment of bed-room and dining room suites, beds and bedding. Modern display racks are used for showing the bedding to the prospective cusomerst.

Regarding selling methods says Mr. Marcus "we find it very advantageous to create a personal interest, so far as it is possible with the prospective buyer, as through this channel we make the customer feel that we really take pride in helping him to beautify his home, as it is through this medium that we expect to derive further business.

"We have one general sale each year, during February, and devote most of our advertising to the newspapers. For the least expenditure we believe the daily papers bring the best results. Although the past two years have been rather trying ones for the retail trade, we have no cause for complaint, as car sales have increased over 30% during this period. When prices began to drop, we immediately wrote off our losses, and it was only through this prompt action and extra hard work that we were enble to increase our sales."




A couple of Marcus' half-page ads. which give an idea of their publicity methods

## INCREASING REFRIGERATOR SALES

A. J. Veale & Sons, Windsor, Ont last month held a refrigerator sale, offering 50 refrigerators at one dollar down to the first 50 people registering and 50 porcelain top all-white kitchen tables free those 50 who purchased a refrigerator.

## SMALL TOWN MERCHANTS PREACH BETTER BUSINESS

The town of Alexander, Man., may be a small place, but the retail merchants there are very much alive. They recently got together and sent out a series of letters to patrons of their stores in which they preached "better business and better service;" better prices for customers buying at home; and getting more for the money spent at home.




No. 26-45
Brown Cedar Finish

# Cedar Chests

This is the season to feature Cedar Chests. In every household there are winter garments to be properly cared for, and Cedar Chests are in demand. Make an effort to secure this business. A trial order will give sufficient evidence of the merits of Chesley Tennessee Red Cedar Chests.

*Write for Booklet No. 22*

THE
**CHESLEY CHAIR CO., Limited**
CHESLEY - ONTARIO

# Dining Room Suite No. 1032



No. 1032 Extension table
Top 60" x 45"

This attractive suite for the Dining Room is made in Gumwood—walnut finish. Diners to match.

The round extension table can be supplied in place of the oblong one illustrated.

*Prices on request*



No. 1032 Buffet
Length 56"



No. 1032 China Cabinet

## The Krug Bros. Company, Limited

Chesley Ontario

## DEATH OF GEORGE LIPPERT, SR.

George Lippert, sr., of Kitchner, Ont., whose death was recorded in our last issue, stood high in the estimation of his fellow citizens. He was chairman of the light commission and besides being president of the Lippert Furniture Company, and was one of the city's most sterling and progressive citizens.

Mr. Lippert's death occurred following an operation at the hospital when a leg had to be amputated. He had been resting as well as could be expected folowing the operation, but the shock proved too much. The affliction necessitatd two previous operations before the amputation of the leg.

In the death of Mr. Lippert there departed from his city that ended fatally began with a diseased toe, which had a community builder. Kitchner, therefore, has suffered a distinct loss. Unassuring but straightforward, genial and sincere in all his relations, the deceased enjoyed the highest respect of all who met him, either socially or in business. Through his industry he became successful in furniture manufacturing. In the trade he was well known owing to the facts that he was one of the oldest in the furniture business in the country.

The name George Lippert was favorably known from coast to coast with the trade.

Although wrapped in his attention to his own business the deceased found time to serve his community. For 17 years he was a member of the local light commission and



The late George Lippert, Sr., of Kitchener, Ont.

for 17 years he enjoyed the increasing confidence of the citizens who sent him back to office by big majorities every two year. Having only the interests of the city at heart, and using his characteristic good judgment in doing the city's business his candidacy was never seriously challenged by the ratepayers. Since 1921 he was chairman of the commission which conducts the city's electric and gas business and the street railway, all three of which have made good showing under circumstances that have not always favorable. In the transaction of business of the city he showed forethought and care that characterizes him in is private business. The deceased had been largely identified with the Hydro electric movement.

The deceased, while born in the old country spent practically his whole life in Kitchner. He was 71 years of age. The furniture trade and George Lippert were synonymous. Coming to Kitchner from Windsor he served his apprenticeship at the old Simpson factory. Being ambitious and industrious he wanted to see how business was conducted in other factories, and for a number of years he was a valued employee of the H. Krug Furniture Co. He was a first-class cabinet maker and machine hand, and as he gained in experience he yearned for a business of his own.

In 1893 he entered into partnership with the late Henry Schaefer and they went into business in Waterloo in what is now known as the Woeller-Bolduc furniture factory. For over five years the firm carried on a successful business, when Mr. Lippert decided to branch out for himself.

A factory was erected on Louisa street in 1889 and as the business increased additions were made to the plant. Strict attention meant success, and the present commodious factory is a monument to the deceased who saw great things in store for his city, and who by his untiring efforts did his small part in making Kitchner an industrial centre second to none in Canada.

## ORIGINATOR OF WOOD FIBRE ORNAMENTS

The recent sudden death of J. Walter, president of J. Walter & Sons, Ltd., Kitchner, Ont., recalls the fact that Mr. Walter was the originator of wood fibre ornaments which his company made for furniture manufacturers to use in decorating their furniture lines.

Mr. Walter was originally a sculptor, receiving his art training in German and French schools, and his work may be seen in a number of churches in the United States. It was while working at this that he conceived the idea of making furniture trimmings. That was twenty years ago, and after spending much time and money in experiments perfected the present invention.

The late Mr. Walter was the first man to imitate the grain of wood by casting a plaster paris composition in rubber moulds. By improving and developing the method of casting these wood fibre ornaments the result has been that the Walter products reached very near perfection and his ornaments were in demand all over this continent; in South America, South Africa and Europe.

## THE MEAFORD LINE

The above is the title of the furniture catalogue which The Meaford Mfg. Co., Ltd., of Meaford, Ont., have just issued. The sterling make-up of the Meadford line as shown in this catalogue comprises first-class material, skiller workmanship, splendid finish, durable and true to the natural grain of the woods imitated , and coupled with neatness of design and stability of construction.

The catalogue comprises some 34 pages of illustrations, embracing buffets, china cabinets, diners, extension tables—in fact all furniture lines needed for bedroom, diningroom, hall, bathroom and library. The catalogue is printed in black and white, the cover a mottled brown with gold lettering.

## LYRITE NAME OF L. & P. NEW SPRING

The following are the winners of the contest for a name for the new spring recently conducted by the Leggett and Platt Spring Bed Co., of Windsor, Ont., "Lvrite," by A. C. Gregory, of Gregory and Manuel, St. Stephen N. B., "Le-Pla-Co," by H. H. Wightman, Ft. William, Ont., "Wearever," by Andett of P. J. Legare, Ltd., Sherbroke, Que., "Everest," by Arthur B. Keene of London, Ont.

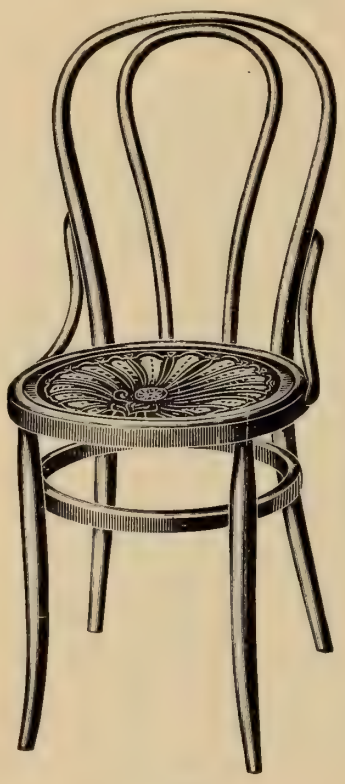



Next time our traveller calls ask him to show you sample of our parchment finish — the very newest thing in furniture finishes.

THE NORTH AMERICAN FURNITURE CO., LIMITED
THE OWEN SOUND CHAIR CO., LIMITED
OWEN SOUND, ONTARIO

# *Display* Bentwood Chairs

Every dealer should have this chair in stock. Demands for it continually come from many different quarters: Ice Cream Parlors, Restaurants, Factories, Offices, etc. This is one of the best allround sellers that any dealer can handle. It is light, yet strongly built and gives excellent service.



No. 1800

*We Manufacture*

REED FURNITURE
of every description

DINING ROOM SUITES AND CHAIRS

LIVING ROOM CHAIRS, ETC.



No. 920

There is quite a demand for this chair—No. 920. It is just the thing for use in the kitchen. Being strong, of pleasing design, and neatly finished it is also used in many dining rooms.

*Further information about our complete line will interest you. Drop us a line.*

## The North American Bent Chair Co. Limited

**Owen Sound, Ontario**

# News Of The Canadian Furniture World

Alberts, Reg., furniture business at Montreal has been incorporated as Albert's Furnitue Co., Ltd.

Graham & Wrinch, furniture dealers, Montreal have been registered.

W. H. Lindsay, 191 Adelaide Street, West, Toronto, has registered his business as the Lindsay Rattan Co.

The Ideal Ossington Furniture Co., has been registered at Toronto.

The Hamilton Iceless Refrigerator Co., Ltd., has been incorporated to make and deal in refrigerators and equipment. Capital, $50,000.

Myers & Co., Makers of desks and furniture at Valpraiso, Cal., are said to be opening a branch plant in Toronto.

The H. E. Furniture Co., Milverton, Ont., have installed some new machinery in their plant.

Priscilla, Ltd., Toronto, has been incorporated with a capital of $40,000, to make and deal in washing machines and wringers.

The Hamilton (Ont.,) Icless Refrigerator Co., Ltd., has been incorporated with $50,000 capital to make and deal in refrigerators, cabinets and kitchen furniture.

Furniture and Woodworking plants in New York state, particularly in the vicinity of New York City, report that the radio telephone craze is binging them a great amount of business in supplying parts, such as spools or reels for making coils, and wooden cabinets.

Langslow, Ltd., Cobourg, Ont., report good busines, with their factory working overtime.

The Superior Furniture Co., now located at Havelock, Ont., held an exhibition of their wares for the benefit of that town's citizens recently.

A refrigerator-making plant has taken over the Gibson Mfg. Co's factory at Gananoque, Ont.

The employees of Ham Bros. Co. Ltd., Brantford, Ont., held a social reunion recently.

Watson & Co's funiture store at Hamilton, Ont., is being enlarged.

Philias Lescarbeau, furniture dealer, Montreal is dead.

The Sunshine Furniture Store has opened at Queen street and Denison avenue, Toroto.

The Thomas Furniture Co., London, have opened a paint department in their store.

Twenty thousand dollars will be spent in furnishing the new nurses' home in connection with the Hamilton (Ont.) General Hospital.

New furniture to replace that destroyed in the city hall fire at Montreal will have to purchased by the municipal authorities of that city.

Hepburn's Funeral Parlors at Vegreville, Sask., were burned recently.

Stewart & Co., Ottawa conducted last month a huge "removal" sale before going to their new location on Rideau street.

L. N. Poulin Co., Ltd., Ottawa, during the past month held a "Mammoth sale of $500,000 worth of furniture."

The Ontario and the Thomas furniture companies held a spring furniture show at London a month ago.

The Murray-Kay Co., Ltd., Toronto, held a "Spring Housefurnishings Campaign" from April 25 to May 5 last.

The Liggett & Platt Spring Bed Co., Windsor, Ont., linked up with the Furniture Fashions Week at Windsor by advertising their "Lyrite" bed springs "made in Windsor."

## LLOYD LOOM INVENTOR MARRIED

Marshall B. Lloyd, who was until recently head of the Lloyd Mfg. Co., which concern he sold for $3,000,000 to the Haywood-Wakefield Co., was married on April 18 to Mrs. T. Pollen of Orange N. J. After a honeymoon in California Mr. and Mrs. Lloyd intend making their home in Menominee, Mich.

## WINDSOR FIRM IN NEW LOCATION

The People's Furniture Exchange Windsor, Ont., has moved into new and larger premises at 77 Pitt street east, occupying three floors in the Osterhout building, being in business there for the past six years.

In the new premises the main floor is devoted to a display of dining room furniture, including period models, while the second floor contains a large display of living room furniture. Another floor is occupied with used funiture.

Herman Bercusion is the proprietor of this store whicb deals in new and used funiture.

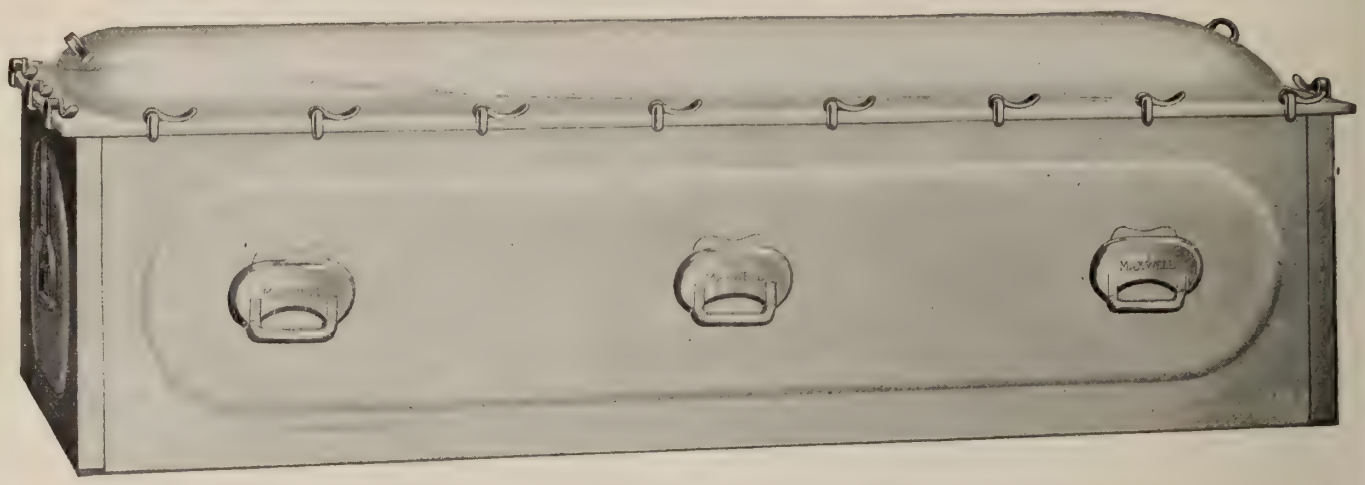
## BETTER ADVERTISING WEEK

The Educational Department of the Associated Advertising Clubs of the World designated last week—May 8 to 13—as "Better Advertising Week"" linking up the idea with Rotary Kiwanis, advertising clubs and board of trade and chamber of commerce.



P. S. TAYLOR who is covering northern and eastern Ontario for the McLagan, Stratford Chair, Farquharson-Gifford and Stratford Bed lines.

# THE MAXWELL
# Sanitary Copper-Alloy Vault



"Positively the best in the World"

## ABSOLUTELY GUARANTEED
### for FIFTY (50) YEARS
### to resist RUST and CORROSION

**WATER PROOF - AIR PROOF - VERMIN PROOF**

## Because:

Manufactured exclusively of Copper Bearing Steel—the most rust-resisting Steel or Iron known to the art.

All Seams are Oxy-Acetylene Welded.

The cover is securely fastened by the Famous Patented Maxwell Eccentric Sealing Clamps, and specially prepared Perpetual Gasket positively seals the vault and excludes any possible penetration of water or air.

Sturdily and Rigidly constructed. Re-inforced Cover. Will withstand the severest requirements of a Burial Vault.

**BRILLIANT COPPER FINISH**

All Maxwell Vaults are now finished inside and outside with a beautiful, Brilliant Copper Bronze and this rich color is very attractive.

## Dominion Manufacturers, Limited, Toronto, Ont.

*Successors to*
National Casket Company, Toronto, Ont.
The Semmens & Evel Casket Co., Ltd, Hamilton, Ont. and Winnipeg, Man.
Vancouver Casket Company, Vancouver, B. C.
Winnipeg Casket Company, Winnipeg, Man.

*Successors to*
The Globe Casket, Company, London, Ont.
Girard & Godin, Limited, Three Rivers and Montreal, Que.
Christie Bros. & Company, Limited, Amherst, N. S.
D. W. Thomson Company, Limited, Toronto, Ont.

# Funeral Service Department

*Problems affecting the Profession are here discussed and readers are invited to send letters expressing their views on any of the subjects dealt with—News of the profession throughout Canada.*

## OBSERVATIONS OF A FUNERAL DIRECTOR

W. S. Yule of Swift Current, Sask., tells his local Rotary Club something about prolongation of life—An old topic set in a new frame—Compares human body to a motor car.

W. S. YULE, Vice-President of the Dominion Funeral Service Association, and erstwhile Mayor of Swift Current, Sask., recently addressed the members of the Rotary Club in his native city on his profession, treating it in a different light from anything that has hitherto been said on this subject.

Said Mr. Yule—"I do not think there is any business more misunderstood than the one I represent in this club. We are often held up to ridicule, by some thoughtless people especially those who have been fortunate enough not to have any trouble in their family, but when you consider that 25 per cent of our examinations are set by the Public Health Department you will understand that it is not such a heartless business after all.

"I do not intend to go into the business end of my calling, for it is not unlike any other, neither am I going to try and prove that I represent the oldest business by going back to Egyptian days. But rather to try and briefly give you some of my observations from practical knowledge after some twenty odd years, and in doing so, I am going to try to prove that at least 20 per cent. of the deaths that occur could be postponed from 5 to 15 years. Just imagine what what that would mean to he whole country.

"So that you may the more clearly understand me, I am going to use these two charts and compare the human body with this car. To speak of the human body as a machine may offend some of you, but when you consider that the human body is composed mostly of salt, which gives its real value is at about $12.00 is not near as much as a car when scrapped.

"Many machines are fool proof, but not so the human body. True there is a certain factor of safety that allows for ill-treatment of the body for gluttony, starvation, poisoning, infection and for various other strains and stresses. Just as every well-built machine is planned to withstand more wear and tear than it is called upon to undergo with average use, so this factor of safety is not the same in all individuals; in some it is a negligible quanity, in others it is raised to the nth. power.

"That most people exceed their factor of safety is shown by the fact that few people die physiological a death. The human clock usually breaks down instead of running down, for example: in Canada in 1920 more than 20,000 deaths between the ages of forty and sixty were from diseases of the heart, circulation and kidneys. Preceding most deaths, not due to accident or to acute diseases there is annually a long impairment. or a progressive change that gradually reduces the value of the individual to himself and to society before the final end comes. Is this condition of affairs creditable to the human intelligence? Should we be content with the mere survival of the race? Man, as a practical, every-day useful citizen, cannot exist by will power or by psyshic force alone. He is dependent upon the mechanical integrity of his parts. This is shown by a very brief survey of elementary physiological facts.

"Consider the circulation system alone. The heart is a pump that forces the blood through a system of elastic tubing (The arteries). If this tubing is overstrained it deteriorates and frequently causes death by apoplexy, if the affected tube happens to be in the brain.

"Now let us suppose that in every household there is a complex machine operated by a pump, and a system of delicate tubing upon which the life of the family depends. Let us assume the bursting of that tubing or the breaking down of the valves or walls of the pump would bring death to that household; what would be the private and public attitude toward such a machine? Undoutedly the government would inspect it regularly, even if individuals could be so foolhardly as to neglect such a duty, in line with the so-called law of nature-self preservation.

Of what avail is inspection of the human machine? can inspection detect changes in the working parts in time for the repair man to make things right? From any personal experience, I say emphatically yes long before the tubing which I have referred to as so important a part of the human machine is seriously impaired, the fact of overstrain can be determined and the strain abated; the life of the tube can be prolonged, also the inspector can detect the early signs of failure in the tube, and the said pump can be strengthened and its burden adjusted to its capacity.

"Long before the kidneys—those sponges for absorbing and separating from the blood-current its waste products—



G. L. Phillips, who has returned to Sarnia, put in the winter in California. He is here shown enjoying himself in Lincoln Park, Los Angeles, driving a new style vehicle. Mrs. Phillips is standing to one side.

are seriously impaired the miscrope and the chemical re-agent can reveal the signs of overstrain; heart, blood vessels and kidneys are closely dependent each on the other, and the inspector's examination seldom fails to find a weak spot in the system. This is especially so since every Up-To-Date doctor and hospital has an x-ray machine

"Most of these human machines can be adjusted to run for many years, at a lower speed, whereas if they are kept up at high speed it would mean early and invetiable breakdown. In other cases the machine is doing the wrong kind of work. What I want to do in this address is to show you men that if we had a system of inspection the same as insurance companies, banks, etc., for the human body the majority of adults' lives would be extended from five to fifteen years.

"21 per cent. of the deaths in Canada last year were children under one year of age. I claim this percentage could be greatly reduced if the parents had been examined. Here is a table taken from the records of a large employer of labor: Of 100 supposed-to-be healthy and fit men there were normal—3; minor ailments—38; moderate curable—51; serious—8.

"Here is one point I want to make :—If your car is out of repair to whom do you go? To the best garage man you can find. When you have trouble with your plumbing, you send for the plumber; if it is your electric wiring, you send for Nick; if you are stuck in striking a balance, you would call in Ted. or Reg. to help you out. But if your human machine is out of order you ask every Tom, Dick and Harry you meet for his advice. Now take a look at these delicate parts and ask yourself if that is common sense? To day I don't believe there is anyone getting examined regularly. I am going to prophesy that inside of ten years at least ten per cent. will be examined and within twenty-five years it will become compulsory.

"Every sane person should realize that an obligation rests upon the human body to keep it sound, clean and efficient: to have it a social asset, not a liability."

# PROFESSIONAL NOTES

Stan Russell having sold his business at Erin, Ont., is new representing the Guelph Casket Co. on the road, his territory being Eastern Ontario.

W. Leslie Brown of Elmvale, Ont., has purchased the funeral directing and furniture business from S S. Russell at Erin, Ont., and took possession 1st. March. Leslie has had a wide experience in embalming and funeral directing some of the leading firms there. McCabe & Co., Washington & Johnson and Bates & Dodds. Leslie also has the honor of having fourth place in the list of successful canidates who wrote in the exams in Febuary last.

The Universal Casket Co. has purchased a site in Maple Leaf Park, Crowland, just outside the limits of Welland, Ont., on which to erect a factory. The site is 140 by 586 feet. The township has been asked to grant a field assessment of $6,000 for ten years. The cost of the plant will approximate $40,000.

Wm. Britton, president of the Ontario Funeral Service Association, has recovered from his recent illness.

The funeral directors of British Columbia, at least those of them who are attending the Rotary Convention in Vancouver, held a meeting on April 5 in the Grosvenor Hotel, that city, at which discussed reorganizing the British Columbia Funeral Directors' Association.

Wm. Speers, Toronto, spent a little holiday at Atlantic City during the past month.

F. F. Morris, of Bowmanville, Ont., recently underwent an operation for appendicitis in the local hospital. He is improving.

F. W. Wallace of Sussex, N. B., in his retirement is not inactive, having recently given addresses at a string of meetings outside his city in behalf of the Salvation Army Self Denial Drive.

The G. A Ingram Co, of Detroit, Mich., has obtained an Ontario license to do business in that province, on a capital of $20,000, in physicans, and embalmers, instruments Wm. D. West, Windsor, Ont., is appointed attorney.

Marcotte & St. Ours, funeral directors, Shawinigan Falls, Que., have registered their business.

Glasby & Lewis is a new funeral directing firm which has opened at Hamilton, occupying the premises formerly usd by the Green-Guernsey firm. Wesley Grey is the practical man and the manager of this new company, the two principals being financially interested only. Wesley was married recently, said a traveller in pasing on the news to Canadian Furniture World.

The death occured on Thursday, April 6th of Mrs. Rosalia Rosar, widow of the late Frank Rosar, funeral director of Toronto. The funeral took place on Saturday mornig from St. Paul's Church to Mount Hope Cemetery.

Mr. Thorpe of Thorpe & Wood, Brantford,, Ont. has purchased Mr. Wood's interests in that firm.

Fred Gough of J. B. Gough & son, Glencoe, Ont., is able to be out again after a serious attack of pneumonia.

B. R. Raper funeral director at Millbrook, Ont, has opened a branch at Pontypool.

Dr. G. W. Ferguson is now "making Western Ontario in a Ford coupe after a successful busines trip in Western Canada.

P. J. Fitzpatrick, President and Louis Brenan, Secretary of the N. B., Funeral Service Association are working on an embalmers' act to be presented to the N.B. legislature. They are also to call a meeting of the executive of the N.B.F.S.A. to lay plans for the 1922 annual.

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## AN AMBITIOUS SOUVENIR

A colored illustrated portfolio of news of the funeral parlors and equipment of Robt. J. Reid & Son, Kingston, Ont., has been gotten out by that firm. It is the most ambitious thing of its kind we have ever seen from any Canadian funeral director, and deserves much commendation.

About a dozen colored views are shown in postcard size of this Kingston house. These are enclosed in a green cover with gold lettering, stating that enclosed is "a pictorial review of the ideal attainment featured i nthe construction of Robt. J. Reid & Son's establishment."

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## AT LAST THE DOC. WRITES

Dr. G. W. Ferguson and Mrs. Ferguson recently took a trip to the South to loosen up for the long summer ahead. While sojourning there he sent these greetings to the editor:

A gorgeous bird is the pelican,
Who's beak holds more than his bellican.
He can put in his beak food enough for a week,
But I'll be blest if I can see how in Hellican.

# CAN EMBALMING BE SAVED?
# IS EMBALMING WORTH SAVING?

Written for Canadian Furniture World and The Undertaker
By PROF. H. S. ECKELS

You often have observed that men who have a bad case to argue usually drag in a lot of irrevalent points which while they are not susceptible to direct contradiction, really have comparetively nothing to do with the case even though you grant the truthfullness of their statements.

When one is grasping at straws it usually happens that one argument contradicts the other and although both may be true in a slight degree, either is totally irrevalent to the case at issue.

Might I cite the fact that the vein injectionists of late have been laying great stress on the fact that short circuits between the arteries and the veins can be prevented by injecting the vein and thus producing back pressure?

This is a good deal like saying that you can go from Portland, Maine, to Portland, Oregon, by way of Jacksonville, Flordia, and Los Angeles, California.

Of course you can, but unless a man were taking a tour for his health with plenty of time on his hands, it hardly would be the route which would commend itself to the traveler. It is pretty much the same way when they argue hat the vein injection method is better than the arterial method because short circuits can be prevented.

Except as a so-called talking point to mystify those who are not informed on the subject, it is difficult to see why they should drag in the matter of short circuits at all. I will venture the assertion that not one embalmer in ten thousand, one time ten thousand, recognizes any difficulty from short circuiting, or that it gives him slighest trouble, or which conributes in any material degree to the waste of fluid which could be helped by injecting the vein.

The theory of short circuits and their prevention is a nice thing to talk about when you haven't anything real to argue. While short circuits do exist, they take care of themselves in a perfectly natural way and accomplish this much better when the embalmer injects the arteries rather than the veins.

When a short circuit does occur, this of course means the flow of the fluid through the arteries and capillaries into the veins forces the blood from the capillaries into the veins, the very thing which possibly could happen in discoloration of the neck, ears and face.

The next thing which happens is that all of the tissue through which this complete circulation has been established is disinfected.

The next most important and valuable happening is the driving of the blood followed by the embalming fluid as it passes into the capillaries and through to the very small veins.

Fortunate indeed is the embalmer who succeeds in doing this most completely because he has carried the blood far enough away from the surface tissue and into the veins to insure against repurgitation of blood with the resulting discoloration which otherwise occurs when the blood backs up through the veins to the surface tissue.

The defects of vein injection are that in some cases it merely produces repurgitation and results in discoloration which are all too familiar to those embalmers who by mistake injected the vein instead of the artery. When the vein injection is carried on to what the vein injectionists call success, the color for a day or two may in some cases be good, but later on this natural color turns to a putty gray that is far from pleasing.

This almost invariably results where the body is kept longer than forty-eight hours.

But to get back to the short circuits which are harped about so much, the uselessness of the injecting fluid into the vein in an attempt to interfere with this short circuit must be apparent to every practical man. Let us here consider what really happens in practice. When short circuits do carry some fluid through the capillaries from the arteries to the veins, isn't it quite apparent to every observing man who has had practical experience and applied the light of common sense that when the short circuit of fluid does occur, the veins fill up and thus provide the best backing up into all of those lateral veins which are filled with the fluid from the short circuits.

Moreover, this is accomplished in a natural and cleansing way instead of reversing theprocess of Nature as the vein injectionists do.

(To be continued.)

**The Supreme Achievement in Embalming Fluid**

The next time you want Embalming Fluid, do not merely mention "Fluid," but insist on "CaranaC."

**CaranaC Embalming Fluid**

is a specially compounded chemical which will not alter in strength, and a fluid you can depend upon.

***We Ship Promptly***

**CaranaC Laboratory**

*"The All-Canadian House"*

**Peterborough - Ontario - Canada**

## GIVE BEST THAT'S IN US

The Editor of Furniture World and The Uudertaker has received from a funeral director in the Province a letter which touches a vital point, and one that has been mentioned before. If we want the profession elevated we must take the utmost care of every case that comes to us and to make our work satisfactory to ourselves, to our clients, and to the public generally.

But here is the letter:

Editor Canadian Furniture World:

I hope you will pardon me if I should say something with regard to the work done and the service some of the so-called members of our profession turn out. What I am going to refer to makes me wonder if there are people in this business, as in some others, who think because they are working for strangers. who in all probalities they will never meet again and the body they are employed to care for is going to be shipped away where their everyday customers will not see it, that anything is good enough! Now if that is the way to keep up the principals we stand for, it strikes me there are some working in disguise under the cloak of a silk hat and a frock coat.

Now, gentlemen, what I am coming at is this: I received a body shipped to me a few years ago, and when it arrived here the friends told me to be sure and keep a close watch, as they were almost certain it wasn't embalmed, as the undertaker was not a half hour in the room until he invited them in to see how it suited. Now, I need not tell you the rest of this case as you can well understand how I found matters.

The other case was one I received last fall. This body came to me the second day after death from a firm well up in the estimation of our profession, and it was in a very bad condition and I had a hard time to make it presentable for the funeral.

Now, if we are to have faith in our leaders is it not up to them as well as the whole of us to give to one and all, under any circumstances, the very best that is in us. The outside world is too well educated today to be bluffed with any such flimsy work; and, besides, when we have leaders we would naturally expect to follow them.

W. H. Love, Ethel, Ont.

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## Mrs. MACPHERSON OF BRANDON DEAD

The death occured very sudden on Monday afternoon, March 27th. at her home, 235 Thirteenth street, Brandon, Man., of Sarah Gurley, beloved wife of Ritchie Macpherson of Macpherson & Bedford, furniture dealers and funeral directors, of that city. Deceased, who was in her 64th. year, was the daughter of Mr. and Mrs. John Gurley, of Leamington Spa, England. She came to Canada in 1889, and was married at Winnipeg July 4th of that year, and had been a resident of Brandon for the past 33 years, and late Mrs. Macpherson was a member of St. Paul's Presbyterain, church.

Beside her husband, she is survived by one daughter, Mrs. Jas. R. MacKay, of Saskatoon and two sons Archie and Ritchie, of Brandon.

The funeral of the late Mrs. Macphercon was held on Wednesday March 29th at 2 o'clock from the family residence to Brandon cemetary. Rev. J. George Miller officated The pallbearers were: Dr. J. McDiarmid, H, L, Adolph. J. Burchill, W. J. Draper, D. Shirriff and H. F. Maley. John Thompson, and Chas. Crossland of Winnipeg attended the funeral.

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## FINE FUNERAL QUARTERS AT FT. WILLIAM

W. J. Henderson, of Ft. William, Ont., is one of the prominent funeral directors of New Ontario. His parlors are in the Masonic Block of that city, where he has a space 125 feet by 25 feet. The office is in front; then the showroom; and behind that his workroom. The basement—full size, 125 x 25—is used for storage purposes. The layout and arrangements of these funeral quarters make then the most up-to-date parlors in the Twin Cities.

Locally there is a population of 40,000, with a large number of residents in the nearby outlying districts. The nearest funeral parlors east of Ft. William and Port Arthur, while west one has to go to Kenora.

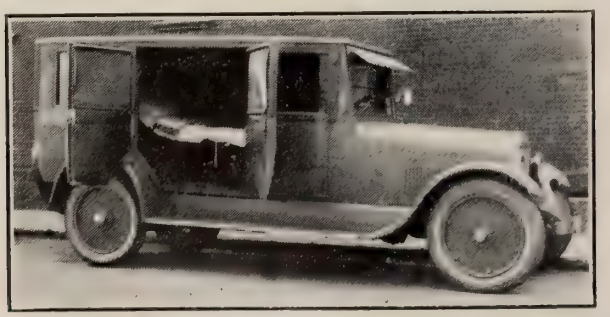
Mr. Henderson is not an embalmer or a practical funeral director, much as he would like to be. His financial interest is centred in this business, however, and he has a practical staff to look after the work. He has been about seven years owner of the business.

New additions were recently made to the equipment of the business in the shape of two motors, one a new hearse—a Mitchell combination on a Studebaker chassis—the other an ambulance on a Dodge chassis.

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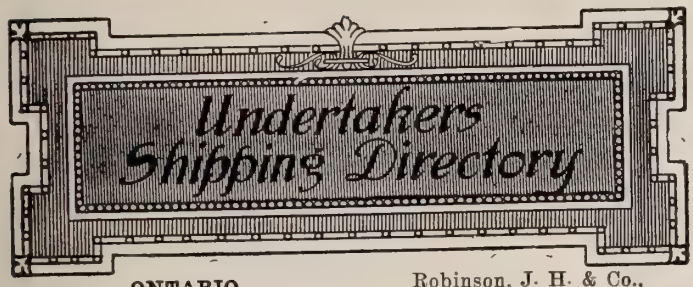
## FUNERAL DIRECTORS AS HEALTH OFFICERS

Dr. J. N. Hurty, secretary of the Indiana State Board of Health says: "We are constantly advising those who, under the law constitute boards of health, to appoint undertakers as health officers. They make better health officers than the average doctor. We argue they are quite always to be found in their places of business; they are good bookkeepers, knowing the importance of records; they have had training in hygiene and the care of dead bodies; and lastly it is a very great personal advantage to be a health officer, because they are then permitted under the law to issue burial permits to themselves. Where towns have appointed undertakers as health officers, the work has been done well and most satisfactorily.





New "Meteor" combination ambulance and pall-bearers' coach, and new combination hearse and casket delivery car. Two recent additions to Chas. A. Towers' (St. Thomas, Ont.) equipment.




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**Aylmer—**
Pierce & Co.

**Barrie, Ont.**
W. D. Minnikin,
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**Bobcaygeon—**
Byng, G. C.

**Bowmanville, Ont.—**
Morris & Son, L. 'Phone 10.
Williams & Cann.

**Brantford—**
Thorpe Bros.
Funeral Directors.
Successors to H. S. Peirce.
Both phones, 200.

**Chatham—**
A. L. Jahnke.

**Dungannon —**
Sproul, William

**Elmira—**
Chris. Dreisinger.

**Fergus—**
Geo. B. Thomson. Office phone, 194. Residence phone 209.

**Hamilton—**
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57 King Street West
Dodsworth, A. H.
59 King St. W.
Robinson, J. H. & Co.,
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**Ingersoll—**
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**Kingston—**
Reid, Jas., 254 Princess St.

**London—**
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B. R. Raper,
Phone 1 Branch office, Pontypool, phone ring 2 short 1 long. Auto equipment for all branch service.

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Walsh & Weston.

**North Bay—**
F. J. Martyn.
Wagar Furniture Co. Ltd.

**Orillia—**
Mundell, J. A. Phone 126.
150 Mississaga St

**Ottawa—**
Geo. B. Burney & Son, formerly of Rogers & Burney, 338 Somerset St. Phone, Queen 81. Geo. B. Burney, H. B. Burney.

**Oshawa—**
Luke Burial Co.
D. W. Dalton, Motor Equipment.
Disney Undertaking Co.

**Owen Sound**
Chas. H. Fulton.
Phone No. 118.
R. A. Breckenridge.

**Paris—**
H. Huson & Son

**Schomberg—**
F. Skinner.

**St. Catharines—**
Grobb Bros.
144-146 St. Paul St.

**Picton—**
Hicks & Irvine, Funeral Directors; Motor Ambulance; phone 125, 200W and 200J.

**St. Thomas—**
William, P. R., & Sons, 519 Talbot St.
P. R. Williams & Sons.

**Stratford—**
Greenwood & Vivian, Ltd.
88-92 Ontario St.
White & Co., 80 Ontario St.
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**Toronto—**
Cobbledick, N. B.
1508 Danforth Ave., and 2068 Queen St. E.
Auto equipment for all branches of service.
Phone Beach 73.
W. N. Knechtel.
1202 Yonge St.
Motor equipment for all branches of service.
Motor ambulance.
Phone North 4400.
The Fleury Burial Co.
685 Queen St. E.
Washington & Johnston,
707 Queen St. E.
Corner of Broadview.

**Walkerville—**
A. Norris & Son.

**Welland—**
J. J. Patterson & Sons.
Sutherland, G. W.

**Whitby—**
Nicholson & Seldon.

**Windsor—**
A. Norris & Son.
J. A. Oates.

**Woodstock—**
Paul Bedford.

**MANITOBA**

**Brandon—**
Campbell & Campbell.

**Dauphin—**
Farrell, A. F.

**Winnipeg—**
Thompson Co., J., 501 Main

**SASKATCHEWAN**

**Moose Jaw—**
Broadfoot Bros.

**ALBERTA**

**Banff—**
Jas. A. Reid
346 Otter Street.
P.O. Box 53. Phone 99.

**QUEBEC**

**Montreal—**
Geo. Vaudelac, 1329-1332 Rue Cadieux and 68-70 Rue Rachel. Phone, St. Louis 1203.
Tees & Co.,
912 St. Catherine St. W.

**NEW BRUNSWICK**

**Moncton—**
Tuttle Bros.,
171 Lutz St.

**St. John**
P. J. Fitzpatrick,
98 Waterloo St.


# *The Canadian Dollar Is Worth 100 Cents*

At the Canadian establishment of H. S. Eckels & Co. (Robert S. Flint, Manager, Toronto, Ont.), because your cheques are deposited in a Canadian bank at full face value. That is why, despite the temporary unfavorable exchange situation with the United States, we are enabled to make you a very considerable saving.

The Eckels embalming fluids are prepared in Canada from materials compounded by H. S. Eckels, according to formulae known to him alone.

## H. S. ECKELS & CO'S CANADIAN LABORATORIES

**Robert S. Flint, Manager, 142 Quebec Ave., Toronto, Ont.**

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# FOR SALE—WANTED

**50 cents per insertion up to twenty-five words. Each additional word two cents. If box is required 5 cents extra to cover postage.**

FOR SALE—Light up-to-date horse-drawn hearse. Address Geo. B. Burney and Son, 338 Somerset St., Ottawa, Ont.

A LICENSED EMBALMER competent, reliable, wishes to establish himself with a firm permanently. Single, 26 years of age, and can handle cars. References if required, but not working on mere recommendations. Box 161, Furniture World.

TWO TRAVELLERS WANTED—Covering Eastern, Western and Northern sections of Ontario on a commission basis. A high grade line of Upholstered Furniture. Apply to Box 162, Canadian Furniture World, 51 Wellington St. W., Toronto.

FOR SALE

Chair Stock.
Bone Air Dried.
30 M ft. 1" x 1" square 20" long.
20 M ft. 1½" x 1½" square 20" long.
Birch—Clear Stock.
Apply P.O. Box No. 6,
Victoriaville, Que.

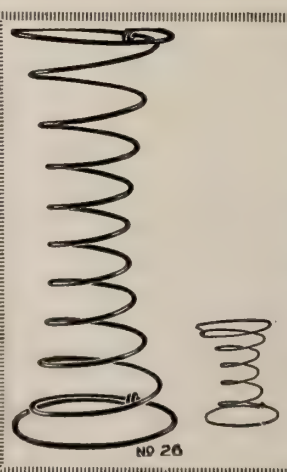
ASSISTANT Wanted Young man who thoroughly understands the business. Can drive and take proper care of motors. Catholic preferred. State experience and salary first letter. Apply Box 163, Canadian Furniture World & Undertaker, 51 Wellington, St. W., Toronto.

AMBULANCE WANTED—Must be modern and up-to-the-minute in every detail, and mounted on six chassis. Give lowest cash price first letter. Apply Box 164, Canadian Furniture World & Undertaker, 51 Wellington St. W., Toronto.

POSITION WANTED—by young man of first class experience, holding the Ontario Embalmer's License, as assistant. Good size and appearance, and would like to connect with reliable firm where merit is recognized. Can drive any make of car. Nothing but a permanent position desired. Apply Box 160, Canadian Furniture World, 51 Wellington St. W., Toronto.


**For Transfers, Funerals or Information**
**From Detroit, Mich. or Windsor, Ont.**
**PHONE — TELEGRAPH — WRITE**
**J. SUTTON & SON**
**521 Ouellette Ave. Telephone: Windsor 835**
Licenced Embalmers in Michigan and Ontario






**Upholstery Springs**

Highest quality Upholstery Springs, made from the finest grade High Carbon Steel Wire, oil tempered after the coiling operation, thus insuring uniform strength and "No Set." Remember, the quality of your High-Grade Upholstering depends entirely on the quality of the springs you are using.

**HELICAL SPRINGS**
for spring bed and mattress fabrics.

Get the habit; buy Canadian springs

**James Steele, Limited**
**Guelph, Canada**



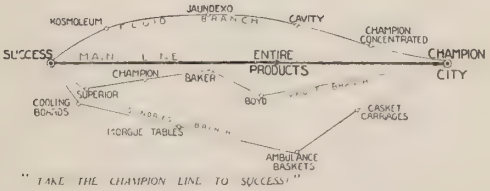

# Our 44th. BIRTHDAY

FOR forty-four years Champion fluid has been on the market.

For forty-four years it has given the undertaker greater satisfaction than any other fluid. It laid the corner stone of our success for at that time it was our only product. Many other fluids have come and gone, but Champion is still the Leader.

We wish to express to those undertakers who are users of Champion products our gratitude for their patronage, co-operation and friendship, for it is by their help that we have become the largest house of our kind in the world. Although we are forty-four years old, we are still growing.

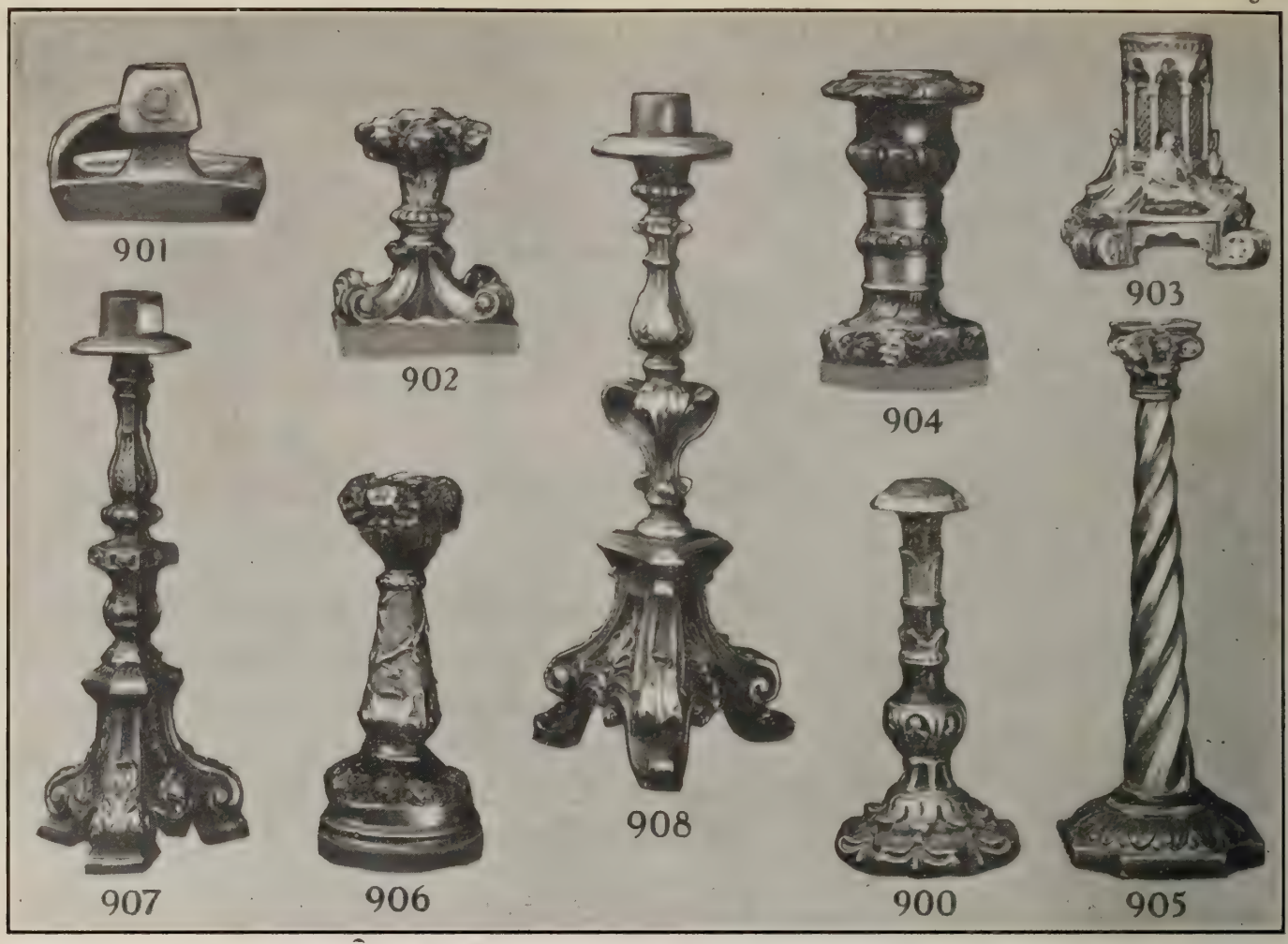
May we all grow and prosper together!




## CHAMPION CHEMICAL CO.

**Dr. G. W. Ferguson, Canadian Manager, 28 Leuty Ave., Kew Beach, TORONTO**

**Canadian Manufacturing Plant, WINDSOR**







# Sweeping Reductions

In all lines of Framed Pictures, Serving Trays, Floor Lamps, Silk Shades, Statuary, Candle Sticks, Book Ends, etc.
Our new photographs are now ready and our travellers will be out looking for business all over Canada with prices cut to rock bottom. Dealers should write at once the particular lines in which they are interested and we will forward by mail photos, price list, etc. showing all lines exactly as they are.

## Special

All Candle Sticks and Book Ends are priced at $3 00 per pair (we have twelve styles of each) excepting Nos. 907 and 908 which are $7.50 per pair. Some of the patterns we are selling at $3.00 per pair sold last year at from $6.00 to $10.00 per pair.

***Candles Furnished Free***

# G. L. IRISH

**499 Queen St. West, Toronto, Canada**

Vol. XII, No.6.

Published by The Commercial Press, Limited
51 Wellington West, Toronto

JUNE, 1922

# The Canadian FURNITURE WORLD

## AND THE UNDERTAKER

*In This Number*

A Talk On Good House Furnishings

The Season For Outdoor Furniture

The Charm Of Jacobean Furniture

Bringing In Sales Through The Window

Make The Advertising Copy Newsy

Why Some Furniture Dealers Fail

*Toronto, June, 1922*

# "STERLING" FURNITURE

AT THE

# Kitchener Furniture Exhibition



Among many others this exquisite suite will be on view at our display in the Malcolm & Hill Building from July 10 to 15. The quality and characteristics of "Sterling" Furniture can be better appreciated by dealers who make an examination for themselves. The reasons why "Sterling" Furniture should be in your store are not far to seek. Upholstered Furniture is always popular with your customers, and "Sterling" has proved to be the popular line with the dealer.

Make a point of coming to our exhibit. We want to make your acquaintance.

Sterling Furniture

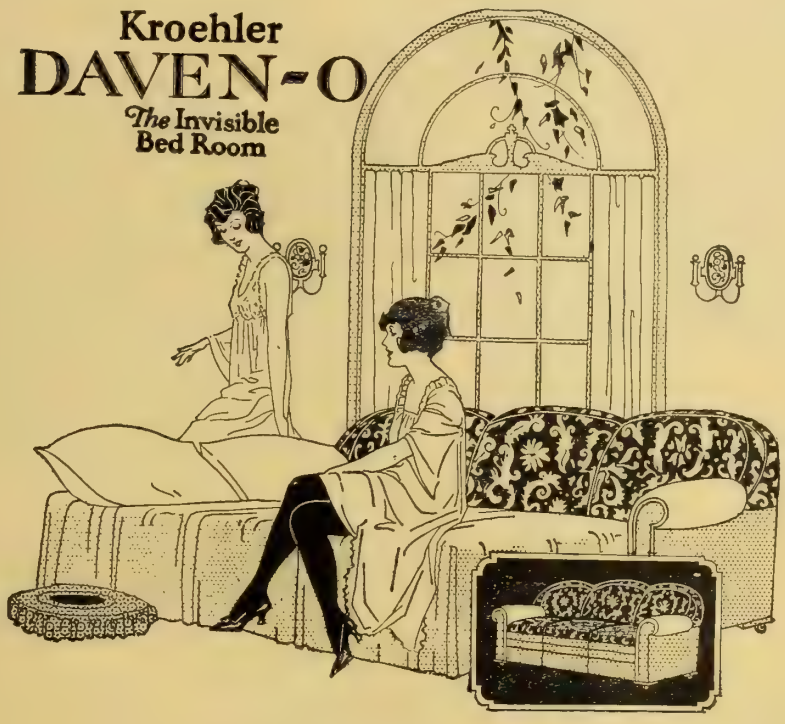
*Our aim is to make goods up to the standard our trade-mark implies—"Sterling" in every respect.*

W. J. ARMSTRONG, LIMITED GUELPH, ONTARIO



STRATFORD FURNITURE

# A Chance Not To Be Missed




*Saturday Evening Post*
*Delineator*
*American Magazine*
*Ladies Home Journal*
*House and Garden*
*House Beautiful*
*MacLean's Magazine*
*Toronto Saturday Night*

Each of the magazines listed here is carrying advertising which is telling the public the advantages of the bed-davenport. This advertising will have its effect on your store if you feature the Kroehler Daven-o. You will be able to meet your customers' requests in the best manner possible. Your selling will be easier and your sales will be greater.

## The Kroehler Mfg. Co., Limited

(Operating Kindel Bed Co. Limited)

Stratford - - Ontario

STRATFORD FURNITURE



483 –Chifforette

# Bed Ro

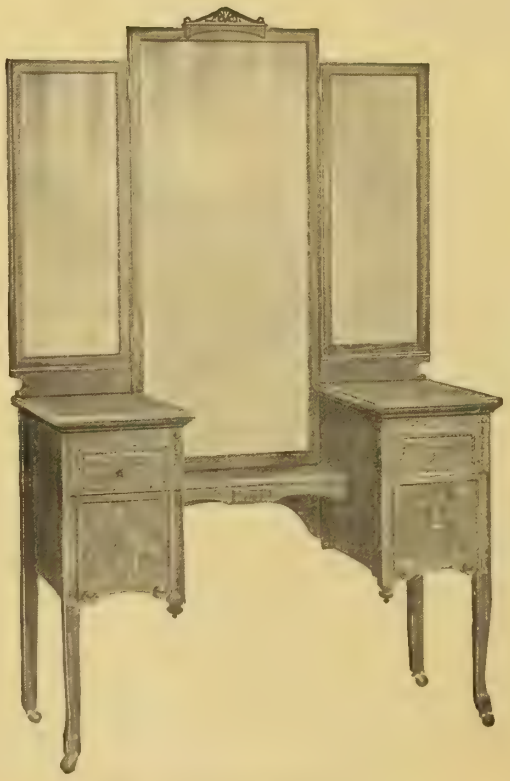
## *Adam*

This attractive suite can be had in Mahogany and Walnut, Satin finish. Trimmings are Solid Brass.

Apart from the quality which is expected in every McLagan production, the simple, dignified lines of this design attract many prospective buyers. The delightful finish and evident quality quickly complete the sale.

## The McLagan Fur

### Stratford



482 –Vanity Dressing Table



489D—Dressing Chair



489R—Rocker

STRATFORD FURNITURE

# om Suite

## *Design*

Furniture that pleases right from the time the customer sets eyes on it is easily sold. Voluminous sales talk is unnecessary: time is saved and everyone is the better satisfied.

McLagan Furniture pleases from the start that is why so many dealers place their confidence in it at all times.



487 B.—Bow End Bed

# niture Co., Limited

## Ontario



489—Chair



486—Bedside Table



480—Dresser

STRATFORD FURNITURE



No. 686 Buffet

# Show Stratford This

Goodwill may be known by different names, but the fact remains that it is absolutely necessary to a successful business. In the furniture trade honest dealing and good service must be backed by genuine values in furniture of unquestionable quality and attractive design. Furniture built by the Stratford Chair Company has a reputation for building goodwill for the dealer, which means that in



No. 686 China Cabinet



No. 686 Arm Diner

## The Stratford Chair Company

Stratford - Ontario

STRATFORD FURNITURE

# Chair Furniture Spring

quality, value and design it is correct, and answers the demand of the buying public. The greatest purchasers of Stratford Chair Furniture are people of moderate means, who demand real value as well as dependability. Dealers who handle this line can satisfy the greatest percentage of their prospective customers.

Illustrations are from our No. 686 Suite in Plain Oak.



No. 686 Buffet

MEMBER HOME FURNISHINGS BUREAU, INC. 1921. BETTER FURNISHED HOMES MEAN GREATER HAPPINESS. TRADE MARK REGISTERED



No. 686 Diner



No. 686 Table

## The Stratford Chair Company

Stratford - Ontario

STRATFORD FURNITURE

# PROFIT IN REED FURNITURE

Reed furniture always finds a welcome in homes where beauty and comfort are considerations. Profit to you is both direct and indirect. Your books show a profit, but there is also the good will that is impossible to keep track of, yet is always having a benificial effect on your business. The warm weather is an excellent time to display Imperial Rattan Furniture. Its quality, comfort and beauty always make a hit. Try it out and prove our assertions.

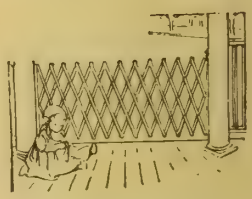


THE IMPERIAL RATTAN COMPANY, LIMITED
STRATFORD - ONTARIO

## Working For The Future



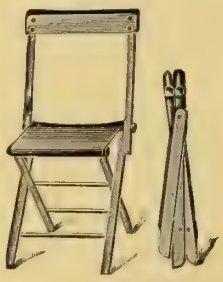
No. 17



No. 67

These seasonable lines are excellent sellers in themselves, but you can also assure yourself of future business, by featuring them. Satisfaction brings customers back for other articles. Be sure to feature the Sammy Car this season, there is no doubt about its popularity and it brings business.

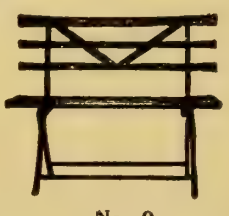
Lawn Swings — Folding Chairs — Camp Stools and Cot
Folding Tables — Children's Furniture — Adjustable Lawn Chair
Folding Extension Gates — Suspended Verandah Swing



No. 15



No. 22



No. 0




The STRATFORD MANUFACTURING CO., Limited
STRATFORD - ONTARIO

STRATFORD FURNITURE

# Living Room Suites
# Davenport Beds
# Royal Easy Chairs

*(The World's Easiest Easy Chair)*

In handling these lines dealers find that the groundwork for creating a demand has already been accomplished, which makes easier selling. Lines that sell with the least effort on the dealers' part always show profitable returns, and make well satisfied customers.

If you are not acquainted with our various lines let us tell you about them, they will work for you in the right way.

**THE FARQUHARSON–GIFFORD COMPANY**
STRATFORD ONTARIO

## *ADVERTISING THAT PAYS*

***WANT ADS BRING RESULTS***

2 cents per word per insertion

IF you have something for sale try a want ad. in our ad. column, and you will be surprised at the results.

**OUR CIRCULATION COVERS THE FIELD**

2 cents per word per insertion

**The Commercial Press, Ltd., 51 Wellington W., Toronto**



No. 514—Dresser

# An Attractive Bed Room Suite

**Two Tone, Enamel Finish Decorated**

This is the kind of furniture that builds up good business. Every dealer will admit that it has real pulling power.

The pieces illustrated here are from Bed Room Suite No. 514, a suite that has already convinced us of its merits as a good seller. We shall be pleased to give you further particulars regarding our complete line.

## THE MEAFORD

MANUFACTURING CO., LIMITED
MEAFORD - ONTARIO



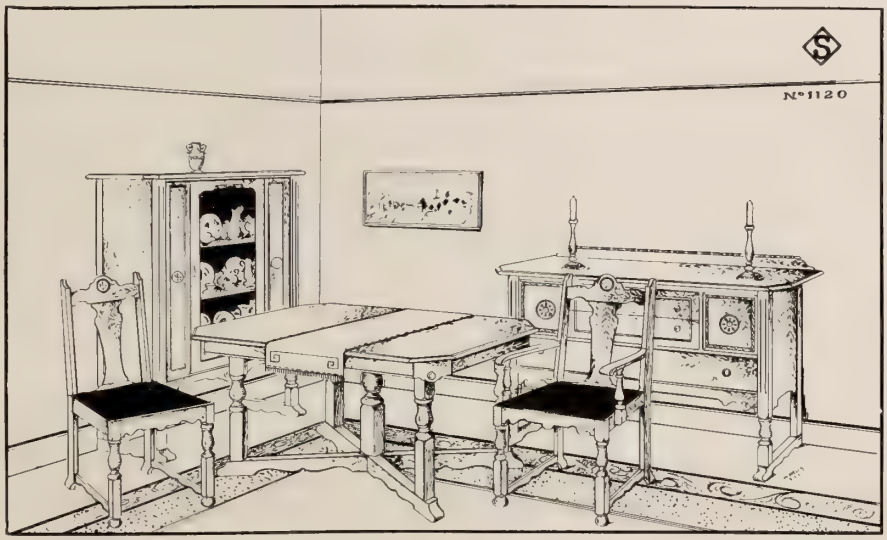
No 514 Chiffonette



No. 514—Bow End Bed

# Dining Room Suite No. 1120

## *To meet the needs of your customers*




You cannot meet the need of your customers by handling the first line of furniture that presents itself. The careful dealer, after considering the question, will agree that the Strathroy Line will meet his customers' wishes in a way that is also very satisfactory to him.

Suite No. 1120 is made in walnut and Quartered Oak and only needs to be displayed to convince you of its selling qualities.

**STRATHROY FURNITURE COMPANY, LIMITED**

**STRATHROY - ONTARIO**

# Furniture Men Made Welcome

**At Our Factory Showrooms During Month Of July**

Our display this year will include a very wide range of furniture: living room suites, rockers, tables, smokers' stands, etc. These should be seen to be fully appreciated.

We have always endeavored to produce furniture that will be of genuine merchandising value to the dealer, and this year we are certainly not behind the times in this respect. We shall be glad to see you, so come to Elora during July.

We will gladly meet visitors at either Guelph or Kitchener and motor you to our display. Let us know when you are coming.

## JOHN C. MUNDELL & COMPANY, Limited

ELORA ONTARIO

# The F.E. Coombe Exhibit

**in our**

## Showrooms, Kincardine

*during July*

Should be visited by every dealer who wishes to keep in touch with the latest doings of the Furniture Trade. Make a point of seeing our exhibit.

KINCARDINE

FURNITURE

EXHIBITION

THE F. E. COOMBE FURNITURE CO. LIMITED

KINCARDINE, ONTARIO

MEMBER HOME FURNISHINGS BUREAU, INC. 1921 BETTER FURNISHED HOMES MEAN GREATER HAPPINESS TRADE MARK REGISTERED

# *The* Andrew Malcolm
## Furniture Exhibit
### KINCARDINE

DURING THE MONTH OF JULY

WE know that a very large number of dealers are interested in our line of furniture, and we are doing our utmost to place before them during the forthcoming display a representative collection of our productions that will fall in line with their requirements at the present time.

You have an excellent opportunity to visit us this year, as we shall be glad to receive dealers and their friends any time during the month of July. You have plenty of time to make up your mind—but don't delay. Decide now to make the trip.




## THE ANDREW MALCOLM FURNITURE CO.
LIMITED

KINCARDINE LISTOWEL

THE FOLLOWING DECLARATIONS are self-explanatory and are published in view of the fact that some manufacturers, unable to compete in prices and quality, are making statements which are contrary to the facts.

The fact that we import our Kapok direct, import only the best quality, and have the most up-to-date facilities for treating the same, enables us to sell a superior quality at a lower price than others. Customers handling our line are always able to guarantee quality and goods as represented.

*Declarations:* { JOHN SWANTON / ALEX HUMMELL

## Statutory Declaration

*re*—KAPOK MATTRESS

I, John Swanton, of the City of Toronto, in the County of York, Superintendant, Do Solemnly Declare:

1. That I am Superintendant of the factory of The Canadian Feather & Mattress Company, Limited and have been in the employ of the said Company continuously for upwards of three years.

2. That all the mattresses manufactured by The Canadian Feather and Mattress Company, Limited and labeled "Kapok Mattress" during the time that I have been in the employ of the said Company have been filled with 100% pure Kapok.

And I make this solemn declaration conscientiously believing it to be true and knowing that it is of the same force and effect as if made under oath and by virtue of The Canada Evidence Act.

DECLARED before me at the City of TORONTO, in the County of York this 30th day of May A. D. 1922

*Signed*
JOHN SWANTON

*Sgd.* Z. GALLAGHER
*A Commissioner etc.*

## Statutory Declaration

*re*—KAPOK MATTRESS

I, Alexander Hummell, of the City of Toronto, in the County of York, Mattress Filler, Do Solemnly Declare:

1. That I am the head or chief mattress filler in the employ of The Canadian Feather & Mattress Company, Limited, and have been so employed continuously for a period of six years.

2. That no mattress manufactured by The Canadian Feather & Mattress Company, Limited and labelled "Kapok Mattress", has at any time during the period which I have been so employed by the said Company, contained any substance except 100% pure Kapok.

And I make this solemn declaration conscientiously believing it to be true and knowing that it is of the same force and effect as if made under oath and by virtue of The Canada Evidence Act.

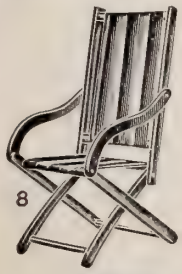
DECLARED before me at the City of TORONTO, in the County of York this 30th day of May, A. D. 1922.

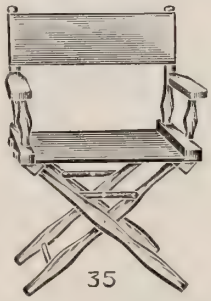
*Signed*
ALEX HUMMELL

*Sgd.* Z. GALLAGHER
*A Commissioner etc.*

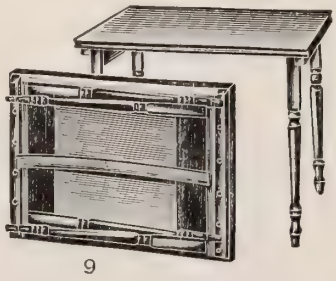
**The Canadian Feather & Mattress Company, Limited**

**Spruce Street, Toronto**


8


35


7


9


1


16

NON TIP

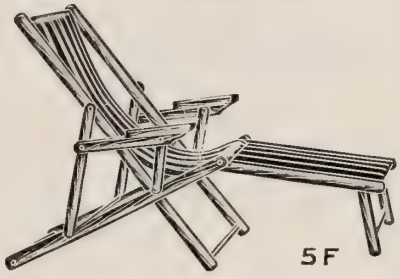

70

NON TIP

# Folding Lawn and Camp Furniture


CANADA BED

We manufacture the most complete line in Canada.
A display of Camp, Lawn and Verandah Furniture will bring profitable business to you this season. Make your selection and order early.
If you have not received our new Catalogue No.49 with complete line, a postcard will insure it being forwarded by first mail.


5F

OUR GOODS ARE GUARANTEED TO GIVE SATISFACTION

***OTTERVILLE MANUFACTURING COMPANY, LIMITED***
***OTTERVILLE - ONTARIO***





TORONTO Gendron CANADA

"Gendron built a reputation that results in imitation."

## STILL LEADS THE WAY

Our **Ball-Bearing Disc-Wheel Carriers** and **Sulkies** are distinctly new and have exclusive features that win immediate favor.

The **Disc-Wheel Carriers** are equipped with a brake which is neat in appearance and which assures complete safety; whilst the new collapsible handle on our sulkies make them compact and easy to carry when necessary.

Supplied in any finish you may desire. A trial order will convince you of their unequalled selling qualities.

*Made exclusively by*

**THE GENDRON Mfg. Co. Ltd.**

*with a complete line of*

REED FURNITURE
GHILDREN'S VEHICLES
BATHROOM FITTINGS
INVALID CHAIRS

**TORONTO CANADA**



# "1319"



"For twenty years I have looked to "1319" for the ideas that have built my business."

## 42nd SEASON—Opens June 19th—Closes July 22nd

YOU, too, will profit by regular trips
to this greatest of exhibition buildings.

MANUFACTURER'S EXHIBITION BUILDING COMPANY

1319 South Michigan Avenue, CHICAGO, ILLINOIS



No. 487 Elm Dining Room Suite—Satin Walnut or Fume Finish.

# Your Customers' Idea Of Quality and Price

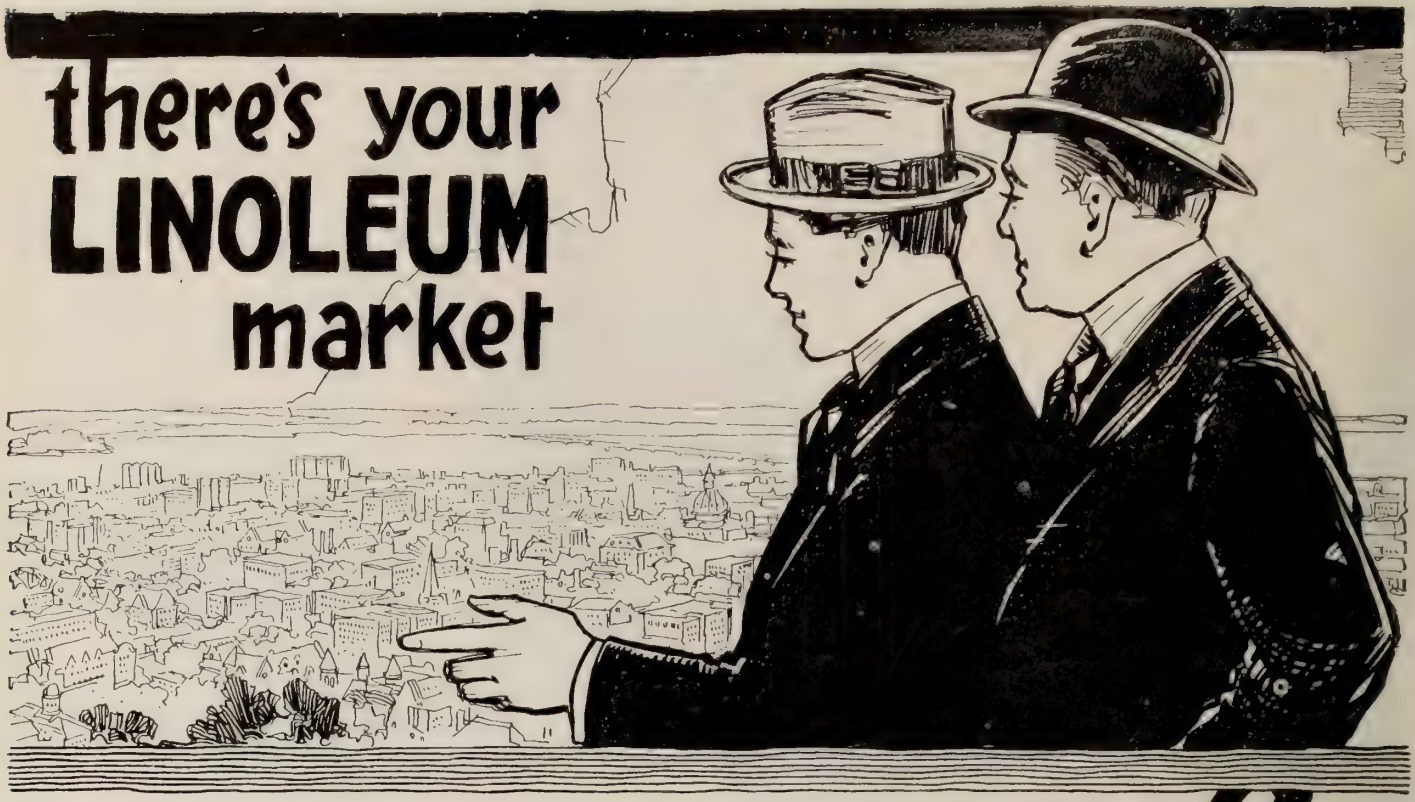
Our new walnut finish on elm enables you to offer to your customers something that is almost sure to take their fancy. Both quality and price fall in line with their ideas. A success from the start—this line attracts a wide range of buyers. Let it tell its own story.

## THE KNECHTEL FURNITURE CO.

LIMITED

HANOVER ONTARIO

# there's your LINOLEUM market



# are you working it ?

"A big city," you say? Yes. But did you—the retail merchant away out, it may be, in a smaller city or town, ever stop to consider that there are not only scores but hundreds of stores serving the big city's Linoleum needs? YOU, then, have an equal chance for selling, an equal chance with the city merchant—right at your own door.

## Why Not Work Your Own Market This Way?

FIRST; Make up a list of your customers who probably need Linoleum, adding thereto those of good prospects.

SECOND; Write these a personal letter, telling them why Linoleum is the ideal floor for the home. (If you want real talking points we'll gladly supply them.) Then—FOLLOW THEM UP WITH A PERSONAL CALL, taking a copy of our 1922 Pattern Book in your pocket.

THIRD; Plan and put in your best selling window a display of DOMINION Linoleum and Linoleum Rugs. Don't forget to include Floor Oilcloth and Floor Oilcloth Rugs. (We send display material free of charge.)

FOURTH; Link up your local newspaper advertising with this window display—we supply suitable electros, free.

DOMINION OILCLOTH & LINOLEUM CO. LIMITED · MONTREAL · TRADE MARK

Now are you ready? Start to-day. Lets help you. Write us now.

**DOMINION OILCLOTH & LINOLEUM COMPANY, Limited**

**Montreal**

# SUITE No. 90

Made in Walnut only.

Top drawer veneered with Redwood Burl.

Mirror Frame inlaid and also has a small Redwood Burl panel at top.

Handles are silver plated.



Height 66 in. Top 46" x 21" Mirror 34" x 26"

## At The Kitchener Furniture Exhibition

Suite No. 90 along with our other new productions will be displayed for your inspection in our factory showrooms during the Furniture Exhibition from July 10th. to 15th.

Dealers are cordially invited to call and see this display of Chamber Furniture.

**JACQUES FURNITURE COMPANY, LIMITED**

KITCHENER -:- ONTARIO

KITCHENER
FURNITURE
EXHIBITION
QUEEN ST.
AUDITORIUM

***JULY 10—15***

From the experience of previous exhibitions we are convinced that dealers will show more than a passing interest in our diplay this year.

Merchants have shown a distinct preference for furniture of a practical saleable nature, and this is what they get in the Hachborn line. Plain common sense and honest merchandising principles are behind our productions and from results received we have no doubt that this is appreciated.

Be sure to call at our display. You will be made welcome.

GEORGE H. HACHBORN & COMPANY
KITCHENER - ONTARIO

*Dining Room and Living Room Suites*

The success that has greeted our productions points to the fact that we are giving to the trade a line of furniture that is in accordance with wants of the ultimate buyer.

By making a point of visiting our display, dealers can keep in touch with the very latest output of our factory which should undoubtedly have its effect on your arrangements to secure better business.

**Don't forget—see us in Kitchener. You are heartily welcome.**

OUR
**MID-SUMMER EXHIBITION**
will be held in
THE
**AUDITORIUM**
QUEEN ST. SOUTH
**July 10-15**

**The Lippert Furniture Company, Limited**
Kitchener - Ontario

# THE ONE SURE WAY

of keeping abreast of the times in the furniture business is to see the newest productions of the factories for yourself. That is why we impress upon you the necessity of visiting our display and examining the latest creations in Malcom & Hill Furniture.

We consider that your time will be well spent, because Malcom & Hill Furniture has always displayed decidedly saleable qualities from the dealers point of view, and the productions to be shown at this exhibition are no exception to the rule.

**Do not forget Exhibition Date**

***MIDSUMMER EXHIBITION***

**at our Factory**

***July 10—15 1922***

# MALCOLM & HILL, LIMITED

*Head Office*
KITCHENER

*Branch Factory*
LISTOWEL

MEMBER HOME FURNISHINGS BUREAU, INC. 1921. BETTER FURNISHED HOMES MEAN GREATER HAPPINESS. TRADE MARK REGISTERED

# Art Furniture

## Kitchener Furniture Exhibition

### JULY 10-15

No man in any line of business can afford to be behind the times. The furniture dealer who views our display has little chance of being behind the times as far as designs and up-to-date creations are concerned. Behind the manufacture of Art Furniture are experts whose experience every dealer can utilize by showing their creations in his store. In Art furniture nothing is left to chance. Every detail has been carefully considered—its beauty, utility, dependability and quality, as well as those selling characteristics that every dealer looks for.

Come to our exhibit in the showrooms of the DeLuxe Upholstering Company, July 10-15. We will make it worth your while.

## ART FURNITURE COMPANY, LIMITED

**Kitchener - Ontario**

# Special Display

**At Our**

## Permanent Showrooms

**JULY 10-15**

Our permanent showrooms at the DeLuxe Upholstering Building are always open for your inspection, but from July 10-15 a special display of our furniture will be on view. Our newest designs will be given particular prominence, and every dealer who possibly can will do well to see them. Beaver Furniture has the reputation of being a good seller with the qualities that create satisfaction. What could answer a dealer's wishes better? Come and see these new designs for yourself. You are cordially invited.

## The Beaver Furniture Company, Limited

**Kitchener -:- Ontario**

# DE LUXE Upholstered Furniture

## *Mid-Summer Display July 10-15*

When you have examined our display of new designs and coverings, you will realize that in De Luxe Upholstered Furniture you have a line that can be offered to your patrons with the greatest confidence.

KITCHENER FURNITURE EXHIBITION

This exhibition places within your reach a means of gaining the latest informaion about the furniture trade, as well as offering an opportunity of examining the latest designs, so that you can make a more judicious decision as to their suitability for your particular trade. We want to welcome as many dealers as possible — so come and let us renew our acquaintance.

## DE LUXE UPHOLSTERING COMPANY

LIMITED

KITCHENER -:- ONTARIO

# Come to Waterloo

and see the very latest in

UPHOLSTERED FURNITURE

**JULY 10 TO 15**

The merchant who is out to win decides that above all things he he must give satisfaction, and Glady Upholstered Furniture is a line that he selects to carry out his purpose. Glady Furniture has been a source of satisfaction to very many dealers who have featured it properly, and we feel that after you have seen our display you will be convinced that it can work for you in the right way.

We extend a cordial invitation to you to visit our display.

**H. W. GLADY UPHOLSTERING COMPANY**

Corner Union and Herbert Streets. Phone 400

WATERLOO - ONTARIO

# Don't Miss
# THE ENGEL LINE

Every dealer, alert to changing conditions and the requirements of his trade, will consider it absolutely necessary to visit the

***Kitchener Furniture Exhibition***

***July 10--15***

Our showing of the newest designs in upholstered goods should be of interest to you, and we look forward to giving visiting dealers a hearty welcome.

**ENGEL UPHOLSTERED FURNITURE CO.**

WATERLOO - ONTARIO

*Western Representative:*—MR. W. CLINE, VANCOUVER, B.C.

# SNYDER'S LIMITED

*Beg to*

# *Announce*

that they are making a special showing of their full line of

## Living Room Furniture

IN THEIR SHOWROOMS AT THE FACTORY
WATERLOO

During the week July 9th. to July 15th.

The Snyder Line of Novelty Furniture, considerably enlarged and including new designs in Smokers, Sewing Cabinets, Tables and other useful and attractive pieces for the Living Room, will also be on exhibition.

*New Designs, New Coverings, New Values*

will make the display well worth a visit

SNYDER'S LIMITED WATERLOO, ONT.




OUR BOYS WILL GREET YOU AT OUR "WATERLOO FACTORY" PERMANENT SHOWROOMS IN JULY.

E. O. WEBER LIMITED WATERLOO, ONT.

# Our Display Will Be Well Worth Visiting

AT THE

## KITCHENER FURNITURE EXHIBITION

**July 10 to 15**

THERE are few people who have not a decided preference for upholstered furniture, provided they see what they want. To supply this want a dealer can best make up his mind by seeing our display at the Kitchener Furniture Exhibition. Purchases can then be decided upon with an eye to their saleability, and therefore with more certainty of success.

*SPECIALTY UPHOLSTERING CO. - WATERLOO, ONTARIO*



# *Krug Quality*



No. 248 MIRROR
No. 249 HALL TABLE No. 252 CARD RECEIVER



No. 250 HALL CHAIR

Visitors to the Kitchener Furniture Show will find many distinctive new pieces at the Krug Showrooms, all of them executed with the careful attention to details that characterize Krug productions.

*The* H. KRUG FURNITURE CO., LIMITED
KITCHENER - ONTARIO

# *INVESTIGATE*

WOULD it be worth your while to investigate where you can buy the best-made Chesterfield Suites in the Dominion of Canada.

Then remember that Woeller, Bolduc & Co. of Waterloo, Ontario make Chesterfield Suites with steel construction which do not sag in the seats or backs. A reasonable guarantee will always be furnished on request. If this is worth your while, then don't neglect to call at our permanent show-room opposite the G. T. R. depot where you will find our full range of samples on display during the Furniture Exhibition July 10 to 15.

WOELLER BOLDUC & COMPANY

WATERLOO - ONTARIO

# *Some Designs Are Selling*





No. 700 Dresser in French Grey or Walnut

BEDROOM AND OFFICE FURNITURE OFFICE DESKS

CEDAR LINED CHESTS WARDROBES AND CABINETS

**See our permanent showroom at Preston, and Exhibition at E. O. Weber's Factory, Kitchener, July 10—15th.**

## CROWN FURNITURE, LIMITED

**Preston - Ontario**

# *JULY EXHIBITION*

*Our July Exhibition will be held in the Anthes Furniture Building during the week of July 10 to 15, 1922.*

*This Exhibit will include our new lines of Portable Lamps and Shades including the new styles in Bridge Lamps, the new polychrome stippled finishes, and hand painted translucent silk shades.*

*The Anthes-Baetz exhibit will include new medium priced Dining Room and Sleeping Room Suites in new effects and styles.*

*The Living Room furniture shown will include the new styles, and a showing of Novelty pieces as well.*

*Special Efforts are being made to have this summer's showing a complete one, which will include many lines of medium prices.*

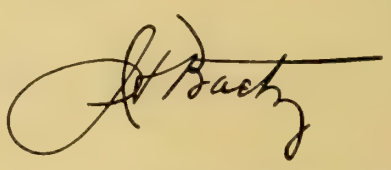
*We are looking forward to a visit from you during this Exhibition week. Our latch string is out, and we will do all we can to make your visit pleasant.*

*Three shops—each specializing in their own line—are at your service;—*

*Anthes Baetz Furniture Company Limited*
*Dining Room and Chamber Furniture*

*Baetz Brothers Furniture Company, Limited*
*Furniture for the Living Room*

*Baetz Brothers Specialty Company, Limited*
*Portable Electric Lamps and Shades*



*Managing Director*

# A TALK ON GOOD HOME FURNISHINGS

The Livingroom—

By J. G. Helmsman



*Livingroom In Toronto Financier's Home*

The most important room in the home is the living room. It is here the family meet in happy companionship; it is here that the guests are made welcome; it is the heart of the home.

Probably the greatest mistake the housekeeper makes in the furnishing of the living room is overcrowding. It is a greater evil than to furnish sparingly.

### Overstuffed Furniture

In the present day of overstuffed furniture it is rarely necessary to need more than the nsually allotted overstuffed pieces, and a table—preferably the long Davenport style—two small lamps, though you cannot use to many lamps in any room.

In all modern homes overstuffed furniture easily has first preference. Its luxurious comfort compared with the cane and mahogany is unquestionable, and coloring and harmony may be carried out in the most artistic way. The subdued tones of tapesry give an air of refinement which is much better than the flash of bright velour, and the wearing qualities are infinitely superior for a dollar-and-cents investment.

Two-tone effects are very much in demand and lend themselves to many successful decorative schemes. Usually the loose cushions and inside backs are carried in all-over designs, with just a slight touch of color, the strip running along the base completely across and covering the entire arm is generally of a solid color. The shades of this material decides the color scheme of your room—the draperies, cushions, etc., may harmonize with the piping.

Mohair runs tapestry a close race for first choice in upholstery. It is a wonderful covering for had usage, but costs somewhat more than tapestry.

### Figured Coverings

Few suites are made up of plain cloth without some relief in color. Figured material is used for the cushions and back; the same color in a solid weave is used for the piping.

Tassels are very popular and give a finish to the suite. This added touch takes the suite out of the commonplace.

Moss hair and felt represent the best interior material. Tow and excelsior while reducing the initial suite, rob the life of the suite and should be avoided by all means.

# NOW'S *the* SEASON *for* OUTDOOR FURNITURE

We are now in the midst of the great porch and outdoor furniture season. and furniture retailers will find it advantageous from now on to give special attention to means whereby they may reap the most benefit through the increased demand for outdoor furniture. During the past few years the popularity of porch and garden furniture has increased enormously. Instead of the clumsy makeshifts of the past, and the inside furniture pressed into service as the exigencies of the moment require, we now have artistically designed and delightfully finished suites, adding appreciably to the pleasure of summer. Whenever there is an opportunity to enjoy the outdoors, in porch garden or lawn, there is an opportunity for the retailer.

The value of appropriate summery window displays and a carefully thought out advertising campaign in crystallizing the widespread popularity of summer furnishings into actual sales cannot be overestimated.

The goods themselves, with their pleasing lines and often brightly colored decorations, lend themselves admirably to attractive displays. Many times the introduction of decorative accessories, such as a lattice work background, bird cages with real live songsters in them, gives a delightful finishing touch. Then there are the cretonne effects to catch the attention of the passerby. Grass rugs are often utilized with good effect.

### Unlimited Possibilities for Attractive Arrangements

In fact, there are unlimited possibilities in the way of interesting displays, and a little application will usually result in pleasing and orignal arrangements. Last season, a window dressing seen quite often in some of the larger centres was the representation of a porch. Sometimes the back wall was painted to resemble the wall house—bungalow effect, sometimes a landscape effect was introduced. climbing vines and flowers giving a touch of realism. The porch setting has the advantage of emphasizing such articles as hammocks, porch screens, swings, plant boxes, hanging baskets, etc., to the best possible advantage.

### Interesting Styles in Summer Furniture

The styles in summer furniture are unusually interesting this season. In painted wood furniture, there is a growing demand from the west. Judging from the popular demand last season, and the interest shown at the

last furniture shows dealers expect good sales. There is a growing appreciation of the peculiar adaptability of the artistic and durable wood lines to the lawn and garden, and porches that are not protected from the sudden summer showers and storms.

The demand for the woven lines, both for porch and interior, remains as widespread and persistent as ever. The willow, reed, rattan, grass, wicker and fibre are standbys, and there are some notable additions to the various lines for this season.

# A LESSON IN PERIOD FURNITURE DESIGNS

*The Charm Of Jacobean Furniture.*

ENGLISH furniture designs are now very much in favor. So much is this the case that manufacturers who produce the more expensive furniture are copying the old English designs very extensively.

"For the sake of variety," said a well known decorator, "many persons are turning again to the Jacobean design for some part sof the house. The Jacobean furniture has been found to be exceedingly effective in some houses, and especially in the halls and libraries. Many, whose homes are very beautiful, are using the old English furniture throughout their houses, but as a general thing it is reserved for the halls and library." But a word about Jacobean.

Much of the furniture which in modern decorating parlance is called Jacobean dates, as a matter of fact, from Charles 11 period. Under the head of Jacobean today are properly listed, from the standpoint of the dealer and purchaser and except for pruposes of research, the English designs which were originated under James 1, Charles 1, Charles 11 and James 11.

Most of the Jacobean pieces are carved. The chairs which are now most sought after are cane seated and cane backed: the backs tall and rather narrow. There are also the Jacobean wainscot chairs, which are all of wood and are lower and broader. These are mostly armchairs and more comfortable, although not so decorative as the tall backed chairs.

For use in the hall, in adition to the tall cane seated chairs, Jacobean tables and chests are considered highly desirable. There is a long table, rectangular and quite narrow in proportion to its width, which is extremely good either for hall or library. Among the Jacobean tables also is that very beautiful design, the gate-legged table. These tables are, of all the Jacobean furniture, the most desirable for general use, for they fit beautifully into any room where the furniture is of varying periods and they have a charm all their own. The table has eight legs and two drop leaves, which are supported on movable gates.

Jacobean chests and cupboards are especially fascinating objects on their own account. The rich dark oak chests covered with carving add greatly to the beauty of any oak furnished hall, library and dining room, and happy the housewife who can keep her linen in a Jocobean cupboard or store it away in a big old Jacobean chest. The girl also can who have a Jacobean chest for her dowry chest, since the custom of preparing for her marriage in this way has been revived, is accounted a particularly fortunate person. For a great many years some very beautiful chest, both of the original Jacobean and the American copies made in the early days of the colonies, were stored away in garrets and deemed too old fashioned to have a place among the family belongings that were on view. Of course, long ago all of these were hauled out of their hiding places and proudly displayed as most cherished possessions.

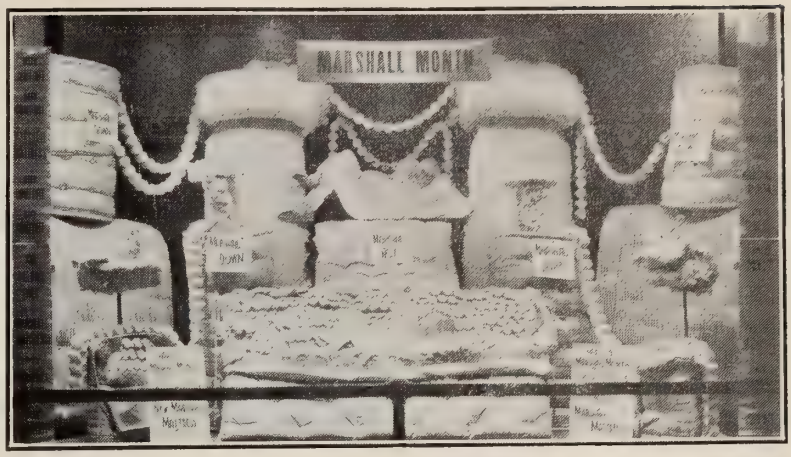
The rich and subdued coloring of the Jacobean dark oak and dark cane combine well with tapestry-hung walls or with wainscoting. Dark-toned Morris paper and walls hung with brown or dark blue cartridge paper also affords a suitable background for the Jacobean pieces. The bed chair is a quaint and decorative article of furniture, and tapestry upholstering may be used with this as with the high backed cane chair, as it was originally done, without interfering with its beauty. The furniture of this interesting period of the Jameses, fasioned of honest oak, which takes a patine like bronze with the lapse of time, has an appeal which cannot be gainsaid.



A CHARMING diningroom display made by a Detroit furniture firm in its "furnished home" during that city's recent Furniture Fashions Week. Ths display also served as a display model for several of the Windsor firms during the big Better Furnished Homes week in that city a month ago.

# BRINGING IN SALES THROUGH WINDOW

By C. R. World




The prize-winning window put in by J. C. Turnbull & Co., Ltd., Peterborough, Ont., which took the first place in the "Marshall Month" contest.

You must show your goods before you sell them. Years ago, perhaps, when competition was not so keen a dealer might dispose of his goods without singing their praises for an hour and displaying their beauties from every conceivable angle. But not now—conditions have changed entirely—and the man who talks the most (intelligently) and fears not to show his wares, sells the most, provided, of course, that his merchandise is intrinsically valuable to start with and justly priced.

With conditions in such straits, therefore, it behooves the progressive merchant to fortify himself against competition with "talkers" and the "showers". Concerning the "talkers"—the salesmen—we have nohing to comment here, but we would like to "hammer home" a few more reasons why the merchant should put his windows—the "shower"—first on the payroll.

Goods well made are their own advertisement, that is axiomatic and the truth; and goods well dislayed are half sold, which is likewise a truism. And the better displayed and the better featured any item of merchandise is the more easily will it sell itself. Some dealers, however, are prone to think that any merchandise in any window is sure to sell, regardless how it is prepared and arranged. But the average show window is like a sheet of paper and the goods in it are words, and according as the words are selected depends the selling value of the story they tell—the show window tells only what you make it tell.

Good display does not make merchandise more valuable—*but it does make it more salable.* And this is particularly true of merchandise in the furniture field. It is the appearance that counts. A customer going past a well-arranged show window is at once impressed with the beauty of the goods—with the charm—and immediately thinks of them as more meritorious and on a higher plane than just "merchandise."

Some dealers have a keen sense of the fitness of things, and know just how to give their displays the greatest seling value. They have a nack for bringing strong colors into contrast—of playing one article against another—of seizing the vital part of an article and making the *ensemble* stannd forth prominently with an irresistible charm. They create an atmosphere, as it were, hat works a wonderful influence on the customer. It is all impression—all appearance—of course, but its effect is quite apparent on the mind. And, after all, this is the very desideratum wanted, for unless one is in the proper mind, one does not buy. Some dealers are so alive to the possibilities and merits of proper window display that they make a study of it. They examine and criticize their own displays, and they journey past other stores just to pick up pointers for their own use. The result of this study is obvious. They get new angles for their own arrangements, which constantly keeps them alive and up-to-the-minute.

A well-dressed, clean-cut, vigorous-looking salesman is never at loss for an audience. And a well-arranged, carefully thought-out, "snappy"" window display always attracts the attention of the actual customer and the passer-by. On the other hand, the poorly thought out display detracts, not alone from the superficial value of the goods themselves, for it takes away that vigor of impression which is so essential to the sale of all merchandise.

Satisfactory display is an item that concerns the welfare of every retail establishment, for not to show merchandise is "hiding the light under a bushel" and increasing the obstacles which stand in the way of its ready sale.

There can be no doubt about the advisability of merchandise display. The question of vital importance is, "How shall we arrange the merchandise in order to get the best results?" Looking back over the years, and also making a study of merchandising conditions in even the most primitive countries of today, we find that the first essentials in most merchandising is to get the goods out where they can be seen. This is what the great mass of dealers are doing at the present day. Of course, the average store in the most progressive countries has improved wonderfully in the last few years, this being particularly true of the show window in so far as construction and lighting is concerned. The introduction of plate glass years ago has been the most powerful factor in the improvement of the show window.

No matter how up-to-date you show window may be it is still vitally important that some one in the store really knows, something about the more important principles governing the display of goods that the store has for sale. One very important rule that can be applied to almost all lines is to try to show goods as they will appear when in use.

Applying this same principle to the showing of carpets and furniture, it is best to decorate the windows in imitation of room interiors. Let all the goods be shown in natural surroundings This system of display compared with the old method of showing a heterogenious collection of all kinds of furniture and furnishings in an open-back window means that the same items of merchandise will look a hundred per cent. better and actually suggest how they can be used to advantage in the home.

There are, of course, an endless number of suggestions that can be made that will help any one in his window work. First of all, the window glass, and infact every part of the window should be kept absolutely clean. Great care should be given to the smallest detail of the window.

The construction of the window is very important. On

account of poor construction, many good windows reflect more of the outside surroundings and show very little merchandise. This practically makes the window useless part of the time, and this fault should be overcome as soon as possible. How to do this is the question. The reason the plate glass shows reflections is that the window is darker inside than it is outside. You will find that by studying this problem you should be able to make the inside of your window as light as it is out of doors and thus overcome the reflections entirely. This can be done by taking out the false ceiling just back of the transom bar if there is one. Or it may be the backgrounds are too dark and need a light colored covering. Another very important phase of window work is that of window lighting so that the goods will be seen to advantage at night as well as in the day time. By taking this matter up with the local lighting company you will be able to procure especially designed window reflectors that concentrate every bit of the light on the display itself. The element of color combination is so important in window work that all window trimmers should make a special study of the subject. As a general rule, the fewer colors used in a window, the more attractive it will be.

# MARSHALL MONTH WINDOW CONTEST

Marshall Month a year ago met with such great success that another Marshall Month was held in April last, during which a window display contest was held among the dealers in Canada handling Marshall products. So many dealers competed in this contest that it was not possible to decide earlier the winners from the numerous photographs presented. This has now been done, however, and the judges—McConnell & Ferguson, advertising agents—have awarded the prizes as follows:




Window trim of C. Caplan, Ottawa, winner of second Marshall Month prize.

First—J. C. Turnbull & Co., Ltd., Peterborough, awarded a Marshall sanitary mattress;

Second—C. Caplan, Ottawa, a Marshall-down mattress.

Third—T. E. Simpson, Sault Ste. Marie, a Mashallfelt mattress.

The judges' comment on the value and worth of the displays and their reasons for awarding the prizes is of value to all those who take an interest in the subject of window display and of help to those who are sometimes puzzled as to how to make their window displays draw. This comment of the judges follows:

Judges' Comment on Displays

"In passing judgment upon the merits of the windows submitted, the first consideration has been the sales-producing values, as selling is what window displays demonstration features, composition and are for. Points were also awarded for arrangement, and the use of posters and window cards to tie up the name of the product to the impressions made by the displays. No attention was paid to accessories used for effect, nor to the lack of space in small windows, or to the extra effect added by high class store fronts.

"The display awarded first prize conforms to a meritorious degree in respect to almost every requirement. The suggestion of comfort and refinement suggested by the reclining ladies and the swans add to the demonstration and selling effect. In our opinion his window will sell the most goods.

"The window that won the second prize is almost over-strong in demonstration and weak in suggestion of comfort, yet it is considered a strong selling window since the shortcoming mentioned is made up for by very strong effects in window cards and posters. This window is calculated to leave a more lasting impression of quality and comfort than the window selected for third prize.

"The third prize window produces in another way the appropriate feelings of restfulness that should sell the product. In a quiet way it tells the story by demonstration and suggestion while using enough posters to tie up the Marshall name so that it will stick.

"Each of the other window displays had many merits as composition, but from the selling viewpoint they fell short of the prize-winners by failure in various degrees to demonstrate or suggest that more comfort is available in product displayed, many of them striving to sell mattresses from the outside point of view and overlooking the big selling features of a mattress or cushion which is inside, especially in the case of the Marshall product."



The third prize window display, made by T. E. Simpson, Sault Ste. Marie.

# MAKE THE ADVERTISING COPY NEWSY

Chatty readable ads. are read—Study your proposition—Be truthful in your statements—Mail order advertising based on price publicity—Fence signs for the small town furniture dealer.

Second Article By L. R. Greene, Hamilton, Ont.

In last month's issue we covered briefly the first essentials in advertising your business. Get them right and you have laid a firm foundation on which to build your other advertising, and get results. What is the use of advertising in newspapers, in circulars or by signs to attract people to your store if, when they get there, they find a sloppy and untidy establishment, goods poorly displayed.




This Windsor firm is following Mr. Greene's advice in making its ads. chatty.

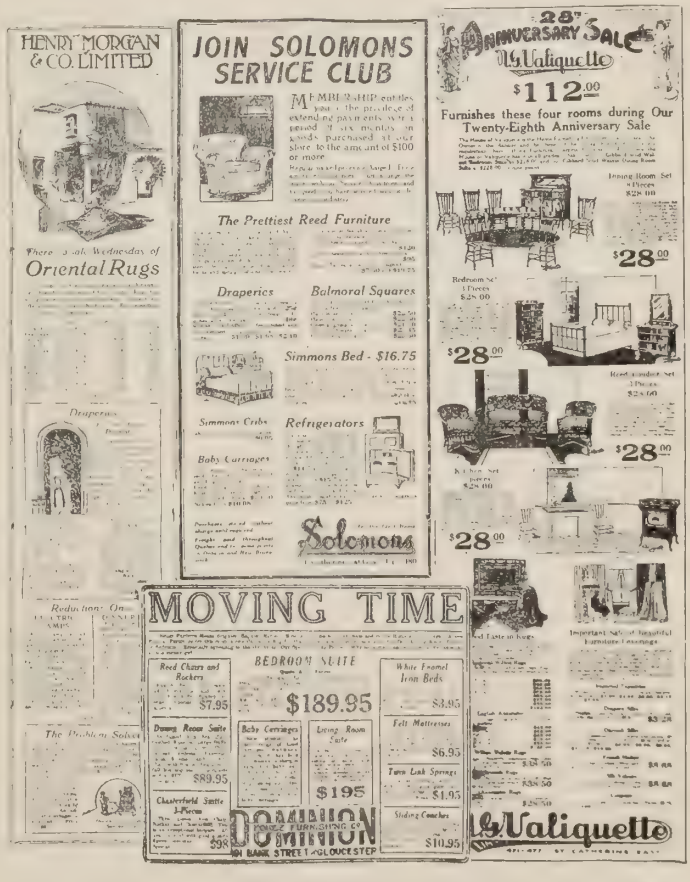
or indifferent or discourteous clerks? You are simply bringing that customer to your store to impress upon him that your place is a poor place to shop, and when you turn him loose with that impression, it may remain fresh in his mind for many a long day and by him passed to others.

And now that we have our inside organization working along proper lines, what else can we do to advertise our store? If we live in a newspaper town or city, naturally you will expect to use you local paper, so let us consider some of the essentials of successful newspaper advertising.

### Advertising Should Be Persistent

First of all, is the matter of space, as on that depends the amount of money spent. One of the important features in any type of advertising is persistency. If you are going to advertise in a newspaper there is no use in being in to-day and out to-morrow. Adopt a fairly consistent schedule so there will be some continuity to your advertising. Let us take small space and use it fairly frequently rather than large space only occasionally.

Then, as to copy; why do people subscribe to newspapers? Because they wish to read the news. Then just inject that same idea into your advertisements. Make them newsy, chatty, readable, and make your statements definite. Don't simply say, "We have a fine line of furniture, come in and look it over." Or don't even be satisfied to say, "We have a fine line of rockers, priced from five dollars up." In that case you are neither newsy or definite. For instance, "At five dollars we have some rockers which are excellent value at the price, but of course, if you want a




The newsy ads. of some of Montreal's foremost furniture stores.

good serviceable chair you have to pay more for it. At seven dollars, we offer a particularly good line of rockers, made by one of Canada's most famous makers. It is a dandy. We think it is one of the best values we have and, therefore, we mention it here. A good, serviceable rocker for seven dollars," and so on. Study your proposition and you will find lots of interesting newsy items

in regard to the goods you handle. Then don't be afraid to give the prices.

The reader will think to himself, Ah! a good rocker at seven dollars. I think I will drop in and get one of those and when you have him in the store, think of the opportunity you have of selling him other goods.

Then make your advertising truthful. Don't exaggerate, don't overstate. If a product is at a low price, don't give the man the idea that he is receiving a high-grade product at half the usual price. It may be excellent value but it may not be as good as it should be, and if the customer wants the best he has to pay a higher price. Trutfulness in your advertising establishes confidence, and the confidence of the community in your business and in your integrity is a tremendous asset to you. When you get it by hard work, be very jealous about it and don't let it go.

So, in review, in writing newspaper advertising, or any other advertising for that matter, make it newsy, make it truthful and make it definite, and don't be afraid to mention prices.

Just imagine what a useless thing the Simpson or the Eaton mail order catalogue would be if they contained no prices. Therefore, take a leaf out of the practice of the big fellows who have grown because they knew how to do business, and apply them to your own business.

### Direct by Mail Advertising

Another big field for you to develop in your advertising is the direct-by-mail method. That is the sending of circulars or letters to customers or possible customers. To do this properly, you should really make a survey of the possible field for the development of your business. That is, does it only include your town or part of your town, or does it stretch itself out into the surrounding district. After you have decided as to the what section you expect to work thoroughly for business, prepare your mailing list once a month with some interesting circular letter or other piece of literature. Frequently, you may only use a part of your list as you may have your list classified so as to work a particular type of buyer on a particular proposition.

In preparing direct-by-mail literature, letters, etc., you can receive a great deal of help from many of the manufacturers, whose lines you handle. Some of them specialize in this type of co-operation with the retailer and have much valuable and helpful material available for your use which is excellent in itself and helps you to keep down the cost of the work you are doing.

Perhaps before closing we might also touch on the value of signs, particularly in the smaller town or villages. Signs advertising your business can be placed around your district and out along the main thoroughfares leading into your town. Such general advertising serves continually to keep your name before the people who buy. When the man is on the way to town, jogging along behind the old grey mare or rattling along in his Ford or gliding along in his Packard, these signs may remind him of something he wants to buy in town and naturally such a reminder will direct him to your store.

### DON'T HESITATE

The inside of this store is just as free to you as the window is.

If you want to buy anything, well and good—but if you just want to look arounl you are quite welcome.

Come in—there is no obligation to purchase.

## ANALYZING THE BOSS

THE following set of questions were compiled by the sales-manager of a large pharmaceutical manufacturing establishment in the United States and were originally published in their house-organ. They were intended to enable a druggist to find out just where he stood in reference to knowing the intimate details of his business.

To gain benefits from this self-examination, it is of course necessary to be honest with your answers and take nothing for granted. A careful review of these questions may enable you to see how conditions can be improved in your store.

Each question is valued at so many points as indicated by the figure at the left. Study the questions carefully and credit yourself with what you think is right in the space at the right. The total of your credits will give your standing.

| Points | | Credit |
|---|---|---|
| 6 | —Do you believe in business system in the store? | .... |
| 2 | —Are you open to suggestions? | .... |
| 6 | —Do you take an annual inventory? | .... |
| 5 | —Do you figure profits on selling price? | .... |
| 5 | —Can you state definitely what your overhead expense percentage amounts to? | .... |
| 5 | —Have your sales reached a maximum for the expense involved in selling? | .... |
| 3 | —Do you know what lines pay best and which pay least? | .... |
| 3 | —Do you plan advertising carefully and set aside an appropriation for it? | .... |
| 3 | —Do you push nationally advertised goods? | .... |
| 5 | —Do you discount your bills? | .... |
| 3 | —Do you make special effort to sell the higher priced, more profitable articles? | .... |
| 6 | —Do you turn stock at least four times a year? (Allow 1 for one turn; 2 for two turns; 4 for three turns; 6 for four turns.) | .... |
| 2 | —Do you meet your customers personally? | .... |
| 5 | —Do you buy from more sources than necessary? | .... |
| 3 | —Do you neglect departments in the store you are not interested in? | .... |
| 4 | —Are your windows regularly and painstakingly trimmed? | .... |
| 5 | —Do you give prompt, courteous service? | .... |
| 4 | —Do you and your clerks study the merchandise you sell? (Do you know how it is made and best talking points?) | .... |
| 3 | —Do you make good use of advertising helps? | |
| 3 | —Do you belong to a local, state or national association? (Allow 1 point for each.) | .... |
| 6 | —Do you attend the meetings? (Allow 6 for any one association meeting regularly attended.) | .... |
| 3 | —Do you read at least three good trade journals? (Allow 1 point for each.) | .... |
| 2 | —Have you a good mailing list? | .... |
| 3 | —Do you use it? | .... |
| 5 | —Do your clerks like their boss? | .... |
| 100 | | Total - - .... |

D. O. McKINNON
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ADVERTISING MANAGER

Canadian
FURNITURE WORLD
AND THE UNDERTAKER

JAMES O'HAGAN
EDITOR

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EACH HAS A MISSION

The public are inclined to think of the retailer as interested only in the accumulation of cash. He is often held up as a man operating without a conscience. It would surprise many people who hold such a view to hear some of the statements made by dealers to the editor of this paper indicating that they feel there is something else in life besides the accumulation of money.

For instance, a dealer whom the writer recently interviewed pointed out that each one in this world has a mission to carry out as he proceeds to earn his daily bread—the work of lifting the world to a little higher standard—of making the world a little better and the people in it a little happier.

"And there is no one in a better position to carry on this work than the retailer," said this dealer. "He comes in such intimate touch with so many people in his daily work that he can exert an immense influence on their lives, their happiness and their morals."

And, the dealer would do well to keep in mind this part that he is called upon to play. It is alright to put forth one's best endeavors to succeed in business but he should not forget that there is also a duty that he can and should perform.

* * *
* * *

PROTECT YOURSELF IN BUYING A SAFE

The dealer buys a safe for protection for his records and valuables and in making the purchase of such a piece of equipment he should see to it that he buys a safe that will really protect him in case of fire.

The many instances where safes have fallen down when put to the test of a real severe fire gives reason for sounding a note of warning at this time so that the dealer will make sure that the safe which he entrusts with the papers that mean so much to him will really protect him in case a fire should occur.

A safe may stand up all right in a small fire which does not develop much heat and yet fall down when the fire is heavy and the heat excessive. The dealer, however, wants to be prepared for the hottest fire possible.

Even though the safe on which he can really depend under all circumstances may cost him more it is utter foolishness on his part to buy any other. When a man is buying fire insurance he makes certain that the company in which he insures is a thoroughly reliable one—or at least he should if he is really a business man. A safe is a necessary form of insurance against loss by fire and in buying this as well as any other kind of insurance the dealer should see to it without fail that he gets something that will really protect him at all times even when put to the most severe test.

PUTTING HIM ON HIS METTLE

The writer recently had an interesting conversation with a dealer who has made a success of his business—and who wants his son to be a success also. He desired to take things a little easier himself and as he has a son raised with him in the business it would appear to be easily possible by taking the son into partnership.

He decided against this, however. Instead, he has sold him part of his business interests, taking his note for same and making provision for payment in a regular business manner.

He says the reason he has done this is to place his son on his mettle. He has to shoulder responsibilities just as if he was "on his own" and did not have his father to depend on. He believes that he will do better and bigger things than if he were taken in on a partnership on a going and profitable business. He might be inclined to think that being a partner in such a business he could afford to take things easy.

There is a good deal in what this dealer says and it applies not only to one's son and heir but to one's employees as well. The clerk who is not given some responsibilities is always a "leaner" depending on some one for direction and advice. But if he has gradually to assume responsibilities he begins to use his own brains and initiative to a greater extent and in this way develop into a better and more valuable employee.

* * *

KEEP TAB ON THE CASH

Furniture dealers should always keep a close check on the store's cash and this for a double purpose. The first is to protect himself and the second to keep temptation out of the path of his employees.

Money always holds a certain temptation for the clerk and it is the duty of all dealers to reduce such temptation a minimum. If a clerk knows that cash is not checked up closely it brings a temptation to depart from the straight and narrow path.

However, huge losses may occur if care is not exercised. The writer recently heard of a case where a large grocery store had lost a total of $2,000 through a dishonest clerk. The latter found a weakness in the system of handling cash and took advantage of the fact.

In another case we heard of a stranger requested to be allowed to assist in the store so as to gain a little experience. He gained more than experience. He was overcome with a head ache and had to depart and the dealer on checking up later found that $65 in cold cash had departed with him.

So it pays to keep close tab on cash while the duty of the dealer in keeping temptation out of the clerk's way should not be forgotten.

# Midsummer Furniture Exhibitions This Year

THE furniture manufacturers of Kitchener and Waterloo will hold a Midsummer Furniture Exhibition at their factory showrooms during the of week July 10 to 15. Practically all manufacturers will make a showing during the period of the Exhibition, which being concentrated into one week should make that week an exceedingly attractive one for visitors and a busy one for manufacturers and their representatives.

Some of the firms are making great preparations. The Anthes-Baetz Furniture Co. Ltd.; The Baetz Bros. Furniture Co., Ltd.; The Beatz Bros. Specialty Co. Ltd.; The Jacques Furniture Co., Malcolm & Hill, Ltd., The H. Krug Furniture Co., and others will show at their own plants. The De Luxe Upholstering Co., will also display their latest productions in their own showrooms, and in the same building will be the productions of the Beaver Furniture Co., and the Art Furniture Co.

Geo. H. Hachborn & Co., and the Lippert Furniture Co., will show in the Queen Street Auditorium.

Over in Waterloo Snyder Bros., the Speciality Upholstering Co., H. W. Glady Upholstering Co., E. O. Weber, Ltd.; Woeller, Bolduc & Co.; Engel Upholstering Co.; Crown Furniture Ltd. of Preston, and Schierholtz Furniture Co., Ltd., of New Hamburg, will make special displays of their newest creations.

## KINCARDINE TO HAVE SHOW

Both The Andrew Malcolm Furniture Co., and the F. E. Coombe Furniture Co., will make displays of their lines during the whole month of July in their factory showrooms at Kincardine.

## BIG STRATFORD EXHIBITION AND CARNIVAL

Plans which have been under way for some time, and have now assumed very definite shape, for the holding in Stratford during the week of June 19 to 24 of a big "Made-in-Stratford" Exhibition and Carnival. The two large rinks, which are adjacent to each other, have been secured for the occasion, and the scheme is being fathered by the Stratford Chammer of Commerce and is receiving the heartiest co-operation from all the manufacturers and citizens at large.

In addition to displays of manufactured goods and goods in process, there will be many other attractions, with a change of program every night. The very modest admission of fifteen cents is being charged with the idea of securing a large attendance. The Exhibition is being widely advertised, and the Stratford manufacturers and dealers look for quite a large number of ou-of-town visitors.

In conjunction with all the other Stratford manufacturers The McLagan Furniture Co., are putting on a display of both phonographs and furniture, which will make no doubt a very creditable showing.

## FURNITURE SHOW AT ELORA

J. C. Mundell & Co., Ltd., of Elora are exhibiting their line at their factory showrooms during the month of July. They will be glad to meet any dealers at either Guelph or Kitchener and motor them to Elora to see their display.

## HOME FURNISHINGS BUREAU MEETING

A meeting of the directors of the Home Furnishings Bureau was held in the offices of the Furniture Manufacturers Association at Toronto on June 1, at which Mr. Blogg presented a report of the recent Windsor Furniture Show together with other matters of interest to the members of the Bureau. A suggestion was made in regard to the raising of a budget to finance four "better furnished homes" weeks in Ontario this year. After some discussion this budget was sent on for recommendation to the annual general meeting of the Bureau which met on June 14.

Manufacturers present at the directors' meeting commented very favorably on the Windsor Week, the result of which was shown in actual orders received. The furniture shown in the displays in that city and the furniture used at the lecture was all bought from members of the Bureau, and these members look favorably on extending the work to other centres.

Mr. C. Edgar Sibbitt of the Ottawa Phonograph Co., 111 Bank st., Ottawa, was in Toronto early this month. Mr. Sibbitt is making a success of a furniture department in conjunction with phonographs. His store is located at the corner of Bank and Albert streets at the capital.





Left—No. 11291—One of the framed "old master" series in color; and above, No. 41410, a framed etching. Both are from the new catalogue L of the Phillips Mfg. Co., Ltd., Toronto.

# Methods That Brought Business To Furniture Dealers

## How Some Furniture Dealers Increased Their Sales.

### DEMONSTRATION SELLS EUGENIC SWINGS

Greens of Hamilton, put on many a novel sale stunt, and their advertising manager pins great faith to the human demonstration in the window displays. The firm have sold hunreds of modern stoves of different makes during the past three years, largely through the fact that for periods of one week they engaged a first-class chef to cook everything from cookies to a full-course dinner on the stoves they were advertising. The window of this store was always thronged with eager housewives when these demonstrations were on. The women who, Missouri-like, wanted to be shown. Most of them were convinced, and stove after stove was sold as a result.

Recently, Greens advertised a certain make of eugenic baby swing. The most convincing way to stress the merits of this swing, the firm held, was to instal one in the front window and place a little baby in it. This was done. It was Frank Cundell's baby. Traffic was almost congested at Catherine and King Streets on the Friday afternoon the swing was in operation by the large crowd of men and women whose hearts went out to the blue-eyed litle fellow in th swing, who was all unconscious of the drawing powers he possessed.

What was the result? Greens, Limited, sold exactly 46 swings in two days.

"We certainly believe in the human demonstrator," said one of the officials of the firm. "Time after time we have enjoyed brisk sales on certain articles mainly through the appeal of demonstrations in our front windows. We have found that they pay well. Anything that will divert the mind of the passerby for a moment tends to impress the mind of the public of your goods. That, after all, is what every dealer endeavors to do."

### 40.00 ATTEND STORE'S FURNITURE SHOW

The Bradford Furniture Co. of New Orleans recently held a Period Furniture Store and advertised they had 5,000 souvenir feather penholders to give visitors, 40,000 visitors attended the show, and the proprietors were kept busy satisfying requests for souvenirs by ordering pencils, cards and other novelties.

### SPECIAL SALE SELLS RUGS

A dry goods store in Indianapolis recently put on a ten-day's sale, using only one cut in its advertising featuring a $24.95 rug—on the instalment plan. It turned out to be the most successful sale of its kind for that firm in 69 years. The sales force had to be doubled in the rug department.

### FREE TAXI RIDE BRINGS CUSTOMERS TO SALES

Deutsch Bros., conduct two furniture stores in New York and one in Brooklyn. A recent fire damaged one of these stores an a special sale to clean up the stock was put on at the three stores. The one thing that made the sale a notable success was the offer of a free taxi ride from any part of the city to any one of the stores. A fleet of ten taxis was kept busy bringing in customers for ten days. On summing up results the proprietors found they had added many new customers who travelled from between seven to ten miles to their stores, and who bought goods to the value of between $400 and $500 per family.

### DAYLIGHT BETTER THAN ARTIFICIAL

The owner of a furniture store in Rochester, Minn., the Paine Furniture Co., says daylight is better than artificial light for selling furniture, and to back up his assertion has the back of his store opened up with windows similiar to the front.

### "HIGHER" BUT "LOWER"

A dealer who is loaded on the very "tail end" of one of the main business streets of an eastern city has advantages over dealers who are located in the heart of the shopping center. For instance, he has much lower rent and his overhead in the form of light and heat is much less because his store is smaller. In order to impress these facts on the public's mind he uses at all times in both of his windows a sign reading as follows:

Although We Are Further Up the "Road" We Are Lower Down in Price.

### TALK "GOOD TIMES" TO CUSTOMERS

The pulse of modern busines is Confidence, and no Canadian business man should lack faith in the future of this country.

War conditions culminated in an inflated market and it was necessary that the bubble be pricked. A thunderstorm was needed to clear the air.

### READ CIRCULAR LETTERS

A dealer has the following self-explanitory paragraph printed in red ink on his envelopes:

"Many a business man has missed valuable information by throwing away a circular letter without reading. It takes but a moment and oftimes means the saving of many dollars."

**WHAT TO DO IN JULY**

Have Clearance Sales of Summer Goods. Make Midsummer Special Sales. Push Hot Weather Furniture. Prepare for August Sales. Visit the Furniture Exhibitions. Make Advance Showing of Fall Goods.

# WHY SOME FURNITURE DEALERS FAIL

## Proper accounting essential—Only ten per cent. of dealers succeed—Stopping leaks through system

By D. G. BAIRD

IT is said that not more than ten per cent. of those engaged in running stores keep accurate accounts of their business transactions. It is also said that only ten per cent. of those now in business may be expected to make a success of the venture.

Hardly any one would be so dogmatic as to assert that the former fact is wholly responsible for the latter, but certain it is that failure to keep books is one of the most important contributing factors in the failure of many furniture as well as other dealers. Good bookkeeping and good records are just as essential to the merchant as to the banker.

A friend of mine recently remarked that he never began to be successful until a misfortune forced him to keep track of his business in a systematic way. He had been accustomed to let things drift along, knowing only that he was keeping ahead of the sheriff. He kept his family well fed and well clothed, but the bank account refused to grow.

And then came a time when he was forced to remain away from his business for a number of months. But during those months he thought of his business as he had never thought of it before. And then he realized that he really knew very little about his shop. As a result he determined to systematize his work, and now he can tell on a moment's notice approximately just how everything is going. He keeps a perpetual inventory, and, as he himself expresses it, he is now making money.

### Stopping the Leaks

This man found that there were a lot of little leaks in his business. He was accustomed to help himself from the cash drawer whenever he needed money, and no record of this was kept. Gifts to charity were made in the same way. Whenever he needed any article in stock for himself or for his home, he took it without a thought of entering it in his books.

He found that he was buying goods by guesswork; that he frequently ordered stock when he had a sufficient supply on hand, and that he sometimes ran short of a certain line just because he thought he had enough in stock.

Bankers are becoming very inquisitive about a man's business when he wishes to secure a loan. And they aren't satisfied with guesswork, either. The dealer who goes to a banker and says confidently: "Oh, I'm making about $6000 a year; I just wanted to make a little loan for purposes of expansion," is quite likely to be shocked out of his confident estimates and attitude. The old order changeth.

The one who, on the other hand, goes to his banker with a statement that shows that he knows the amount of stock on hand, the cost of doing business, the percentage of gross profits—that he knows his business, in other words—will find that the banker, after all, is a very pleasant individual.

In the same way accurate records increase the dealer's prestige with his jobber and with manufacturers. In case of financial difficulties an accurate business statement will go a long way toward persuading the dealer's jobber that he should not only tide him over the difficulty in granting an extension of time, but that he should also sell the dealer more goods on credit.

Many dealers look on bookkeeping as an unnecessary evil and think that the less they have to do with figures the better off they will be. Usually such merchants try to carry a general idea of their business in their heads or else keep very general accounts. Inventorying, they think, takes too much time and labor. At least, they did think so until the Government stepped in and made an inventory for income tax purposes a once-a-year obligation.

Important as inventorying is, finding proper costs of doing business and marking up the sales prices to correspond is of even greater importance.

It is really surprising that some men will overlook the items of expense that they do.

A dealer of my acquaintance went to the bank to get a loan for some improvements he wished to make in the way of additions, new fixtures and remodeling. He assured the banker that he was doing a $20,000 business and was making from 15 to 20 per cent. net. He owned his own building and he and his two sons did all the work. He was in fine shape, he thought, everything clear, a good volume of trade that was steadily increasing, and little expense. He stated that he needed a loan in order to make improvements that would add materially to his prosperity in the near future.

### Advice from a Banker

But bankers have a way of dampening enthusiasm in such cases. This banker suggested that the merchant take an inventory and have his books audited. The merchant felt that he had been insulted and went to another bank. But the second banker was as conservative as the other. Then the dealer determined to do what the bankers had advised, not because they had advised it, but just to show them.

The audit showed that this merchant was hardly making expenses. He owned the building, so he made no allowance for rental. He and his sons did all the work, so he made no allowance for salaries. His taxes, lights, postage and stationery, telephone and telegrams were very small items of which he made no effort to keep account. Gifts to charity came out of the cash drawer and no record of these was kept.

This man was astounded. Let it be said that to his credit, however, that he was big enough to turn over a new leaf.

# HOW CAN I BEAT THE MAIL ORDER HOUSE

Being an article devoted to the vexing problem of the Mail Order House invasion of your territory

By J. T. Base

ONE of the first things to consider is whether or not you have sufficient confidence in Advertising itself to turn the tables against your common enemy. The mere fact that the Mail Order Houses are where they are is sufficient grounds for any smaller commercial concern to at least give an attentive ear to the claims of an Advertising policy.

The Mail Order Houses are where they are today simply because they took every advantage of what Advertising offers. True, they are on a large scale, but that is because they at least "hitched their wagon to a star." Confidence in the possibilities of Advertising has been the stepping stone to success in more than one commercial and industrial concern. If such a matter can be summed up in a few words, it would read in the terms of an old adage, "Nothing venture, nothing have."

The very first thing to do in such a campaign as we are trying to interest you in is to have the spirit of "venture." Combine this with all the determination you can muster to overcome the Mail Order Competition in your territory, and a still stronger determination to pry into the very system that is gradually putting you out of business and discover its weaknesses, and you will strike the first note of success.

## Meaningless Advertising

The next thing which comes to our minds is that of criticism against some very prevalent and virile perennials used in advertising which bear the ear mark of the amateur.

To say that "Jones's Furniture is the Best" is absolute folly. The use of cumbersome and much hackneyed superlatives in advertising is a sure way to invite disaster and a lack of confidence in advertising. "The Best" may be quite true, o rit may not; in any case it is a virtue which any man can use in connection with his goods. It is too universal in its scope, and above all it is far too vague and too comical for description. If you write your own advertising copy avoid such terms and meaningless phrases as those mentioned.

Take a peep at the Mail Order advertising and see the styles used there. When that stuff is written it is with an eye upon an imaginary customer. There lies the secret of all successful advertising and letter writing. The next time you write a sales letter, or the next time you write anything at all which you expect to sell the goods upon your floor, have before you an imaginary customer and you will talk sense into your copy and add a strong essence of salesmanship into the bargain. It is safe to predict that if you act according to these few suggestions you will tell the buying public more about your goods and your proposition than you would otherwise.

Try to visualize the prospective customer, talk to him in your own mind, and in your own language, and you will sell him. The reason for this is found in the fact that you will be more natural, you will avoid silly, oft repeated phrases, you will be genuine, and you will be truthful. These are the necessary attributes of character which will help you win the custom and the goodwill of the people in your district.

## Quality and Price

Then comes the matter of the quality of goods you offer, and the price you charge for them.

To us there seems no reason why you cannot buy better than the Mail Order Houses. Your business is a different proposition in some respects to theirs, for yours is a matter of personal attention while theirs is done through the agency of type and paper. That being the case you have a distinct advantage over them, for you know exactly what your customer needs, and what his particular fancies consist of. This should guide you in buying; but does it? Quite a number of the Mail Order patrons are those who found they could not get what they wanted at your store for such and such a price. There remained only two ways to get it, either a trip to the nearest town or city, or the Mail Order House. Recognize the fact that you are out to oblige the customer and not the customer you, and you will take another step toward a really successful Anti-Mail Order Campaign. Buy so that you can sell as cheaply and satisfactorily as your competitor and go another step forward. The cheapest market is still the attracitve market. There may be a few enlightened souls who realize the truth of value in the higher priced articles, but they are few and far between in this particular era.

With these suggestions in mind let us now take a look at the Mail Order proposition and see where we can pick it to pieces, and where we can take advantage of it.

## Weaknesses of Mail Order System

In the first place it is against all reason for the thrifty and careful housewife, or average human being for that matter, to buy something which cannot first of all be handled and inspected. There is natural instinct in most of us to want to inspect the article for which we give our hard-earned coin. It would appear then that it must be folly, or necessity which drives a man to send money away for an article about which he has only a vague idea such as a catalogue story or illustration can convey.

The writer's own experience is that a great number of those self same people who have adopted the "buying unseen policy" are the very people who also believe in the material principle of "regarding a man as a crook until he proves honest." There is something inconsistent in the attitude thus displayed, and as we have already stated, it is either a case of absolute necessity or else downright contradiction of human nature which drives people to buy something they know little about.

There, then, is the first weakness in the Mail Order House system, and one which you can turn against them in your campaign. Try something like this: Put on a special week showing all the multitudinous defects of this manner of purchasing. Use all the arguments you can possibly think of to ridicule it and show its many faults. Have window

displays which will illustrate your arguments pictorially, such as a man buying "a pig in a poke," and a lady buying a hat or some article of clothing all wrapped up and any other such stunts as will convince the buying public around you of the folly of "buying unseen."

Another follow-up idea to this would be the purchasers' annoyance at receiving an entirely different article to that which they wanted and expected, and the consequent inconvenience. Any dealer can think up ideas along these lines and can manage to display the same prominently and forcefully.

For instance, here is a young housekeeper who wanted a nice diningroom suite, and she sends away for it. When the suite finally arives she finds that it is a conglomeration sent as substitutes because the Mail Order House happened to be out of that particular suite. Intead of that nice looking suite she saw in the "catalogue" there came a suite that brings entire disappointment. This may or may not be entirely true to actual facts, but in any case it will serve as a caricature of the "Mail Order Buying" possibilities.

Just let your imagination work a while and you will soon think up sufficient ideas for displays and arguments to direct quite a bit of the outgoing business into your store. That is, providing your own stock offers better values.

Another point you could work up very profitably is the difference between the service of Ink and Paper, and the Personal Service in your own store. What does the clerk at the other end of the Mail Order House know of the requirements of the customer. True, there are stereotyped forms of requirements, but these are only surface deep. when the writer makes a purchase in any store he feels grateful indeed if the salesman shows a little human interest in his needs, and can pass the time of day, etc. Personal Service goes a long way with most people, and when you look at buying and selling in the proper light you will agree that there is considerable pleasure to be had even though you only purchase a box of matches.

These are only suggestions, but they are potent with possibilities for those who wish to combat the Mail Order House Competition. If you would wrestle with the latter organizations, and try at least to win back the ground you have lost and the patronage which is rightfully yours, you must get busy and show the public around you that you are going to win them back to you, and that your store offers all and more advantages which the Mail Order Houses supply.

Now then, "over the top" you go, and remember "Faint heart never won fair lady."—Adapted from Western Retailer.

## SOME FURNITURE POLISH RECEIPES

It must be remembered that both good ingredients and skillful manipulation are essential to success with even the best formulas.

### Furniture Oil

| | | |
|---|---|---|
| Acid. Asetic. dil | ozs. | 12 |
| Ol. Lini | pts. | 1½ |
| Sp. Terebinth | ozs. | 8 |
| Liq. Antim Mur. | ozs. | 2 |
| Spirit. Meth. | ozs. | 16 |

Shake well together. Industrial spirit can be used.

### Cedar Oil Furniture Polish

| | | |
|---|---|---|
| Oil Cedarwood | ozs. | 2½ |
| Parraffin Oil | pt. | 1 |
| Oil Turpentine | oz. | 1 |
| Hydrochloric Acid (commercial) | oz. | 1 |
| Gasoline | pts. | 2 |

Add the acid to the mixture last, and shake occasionally for several days until the acid seems to be all taken up by the oil.

### Furniture Polishing Cream

| | | | |
|---|---|---|---|
| 1 | Paraffin wax | pounds | 7 |
| | Rosin | pound | 1 |
| | White Soap | pounds | 4 |
| | Water | gallons | 1 |
| | Boil together until mixed, and add: | | |
| | Manganese linoleate | pints | 3 |
| | Naphthalene | ounces | 8 |
| | Turpentine | gallon | 1 |
| 2 | Rosin | pounds | 1¼ |
| | Palm oil | ounces | 12 |
| | Nitrobenzin | ounces | 2 |
| | Vanillin | drachin | 2 |
| | Benzin | pints | 10 |

Dissolve the rosin in the benzin, add the other ingredients, and shake well.

| | | | |
|---|---|---|---|
| 3 | Ceræ Flav. | ozs. | 1½ |
| | Ceræ Alb. Ver. | oz. | ½ |
| | Saponis | oz. | ½ |
| | Ol. Tereb | pt. | ½ |
| | Aq. Dest. | pt. | ½ |

By means of a wter-bath dissolve the waxes in the turpentine and the soap in the water; mix the two solutions and shake. A nice white cream of good pouring consistence.

The following is a French preparation which, it is claimed, can be used for giving a high polish to any surface whatever:

| | | | |
|---|---|---|---|
| 4 | Yellow wax | parts | 30 |
| | Oil of lavender | prat | 1 |
| | Ammonia water | part | 1 |
| | Alcohol | parts | 2 |
| | Benzin, purified | parts | 200 |

A very small quantity of aniline brown added to the mixture produces a rich dark color.

| | | | |
|---|---|---|---|
| 5 | Animal Oil Soap | ounce | 1 |
| | Solution of Potassium Hydroxide | ounces | 5 |
| | Beeswax | pound | 5 |
| | Oil of Turpentine | pints | 3 |
| | Water, enought to make | pints | 5 |

Dissolve the soap in the lye with the aid of heat; add this solution all at once to the warm solution of the wax in the oil. Beat the mixture until a smooth cream is formed, and gradually beat in the water until the whole is completely emulsified.

| | | | |
|---|---|---|---|
| 6 | Kaolin | ounces | 2 |
| | Talcum | ounce | 1 |
| | Powdered Borax | ounce | ½ |
| | Ammon. Chloride | ounce | ½ |

Mix. Apply with a damp cloth.

## A PERIOD MASTERPIECE

Customer—"Is it really ya Tudor table? Should not have thought so; don't see any worm holes."

Dealer—"Ah sir, even the insects didn't have the heart to deface its beauty."

# ADVERTISING AS A FACTOR IN PROSPERITY

Community that has nothing to do is on way to cemetery—Business man who will not advertise is drawing the hearse.—Advertising a wise investment—Fullow-up publicity—Value of service.

By Frank A. Alden

"Early to bed, and early to rise,
Stick to your business and ADVERTISE!"

THERE was a time when business men didn't advertise—in the sense in which we understand advertising today. Not so long ago, advertising was looked upon as a more or less needless expense, if not a more or less idle luxury. But now advertising is regarded as a necessity, and, by wise business men, it is considered an investment, carefuly calculated to assure returns that promise profits..

He was a wise man who said, in effect, "If you invent a mouse-trap better than the world has known, the world will beat a path to your door." But far more persons will continue to examine and buy your mouse-traps if you will lay out and pave a broad and smooth road to your place of business; and you can do that by intelligent activities in advertising.

## A Wise Investment

Advertising—right advertising—is a wise and legitimate investment.

When investments are made in merchandise, naturally, they are expected to bring certain returns upon the money invested. When investments are made in advertising, they also should be expected to do the same thing.

Big national advertisers have reduced their advertising to a science. In planning big advertising campaigns, these advertisers first decide what percent of their gross receipts shall be reinvested in advertising. Of course, this percent varies with the character of the goods to be sold, the season, the section of the country to be solicited for sales, and the general conditions of business. Then these advertisers carefully select the channels in which to place the advertising. There are many means and methods of advertising, as you well know. Some of them are worthy and dependable—many of them are not.

The success or failure of an advertisement depends much on how it is written and how it is displayed. The good advertisement must do at least three things:

(1) It must *attract* attention.
(2) It must *hold attention.*
(3) It must *convince*

If it fails to attract attention, but few persons will see it; if it fails to hold attention, few persons will read it through; if it fails to convince, your money and efforts have been wasted. Advertising identifies goods of unquestioned value. It does not pay to advertise merchandise that is not sound—the "come-backs" are too costly. Make your advertisements so attractive that everyone who reads them will instinctively feel that they were intended for his or her particular benefit.

A community is known by the aggressiveness of its newspapers and the live character of its business and civic institutions. After expending your energy in preparing an attractive and inviting advertisement, what kind of reception awaits your prospective customer when he enters your store? What impression does he get first from the outside appearance of your establishment? Your show-windows are the eyes of the store. As you look into a friend's eyes to learn the true thoughts, so the prospective customer gazes into your store windows to find out what kind of a store you keep.

## Follow Up Publicity

After you have spent money for an advertisement, do not rely entirely upon it to close the sale. There are a number of things that might block a sale, even after the customer has reached your store. For example; are your windows neatly and attractively arranged so that they constitute an invitation to step inside? After he enters, does he find the your store well lighted, well ventilated? Are the floors cleanly in appearance? Are the show-cases and fixtures well polished? Is the merchandise tastefully and propely arranged so that it suggests more purchases other than what the customer originally contemplated?

Merely to stop the crowd, to arouse curiosity, to entertain, is not enought. The argument must be advanced so convincingly that the observer will be drawn irresistibly into the store or persuaded to buy. Try to work into your displays the unusual, not necessarily some freak, but something that will arrest attention of the passer-by, and, having secured attention, lead his eye to the real object of the display, which should always be the merchandise itself, or some advertising matter pertaining to the goods for sale.

## Value of Service

The strongest link in the chain of building up a business, creating good-will and retaining patronage is *service*—and service includes courtesy to every customer no matter what the size of the purchase may be. Courtesy endows your business establishment with a cheerful atmosphere which, if coupled with a personal interest in your patrons' satisfaction will prove to be an advertising asset, the value of which cannot be estimated. Remember the old saying: "A satisfied customer is one of the best advertisements!"

Your one uppermost thought—your one ambition—your one desire is to encourage the idea—"Buy it at home"—in your community, but are you doing everthing possible to build up your community as a wonderful section of the city by boosting its advantages, its resources, its possibilities? This is another aspect of advertising, which if properly applied, will keep business at home. Are you "with the people" of your community all the year around in their every advancement, their social affair, their church affairs, and their charitable enterprises? Everything in the community life should interest you.

## Aid to Prosperity

I firmly believe that advertising will be one of the most

( *Continued on page 50* )

# WITH THE FURNITURE SALESMAN

## ADVICE, WISE AND OTHERWISE, FOR THE BETTERMENT OF THE MAN ON THE FLOOR

### SOLILOQUY: ON CHOOSING A SALESMAN
(By Robt. Coryell)

Whether it is better
To take this one
Or that?
That's the question.
This one is
Tall;
And hath
Impressiveness.
His way is suave. . . .
And I do see
In him
A seemly confidence. . . .
And miracles are made
Of confidence.
The other one is
Short;
And much inclined to
*Embonpoint.*
He beareth no great
Burden
Of responsibility
Upon his shoulders,
But he telleth
A merrie tale
Merrilie. . . .
And hath a
Shrewd eye
In's head. . . .
Chances are
One will do
As well as
T'other.
Both are good,
And both are
Different.
There is no way
To try the thing
Except to try it.
And then we'll see who is the winner,
The stately one, or else the grinner.

---

### WHY SALESMEN FAIL

One hundred and sixty-eight merchants who didn't buy tell how they can be sold next time in a series of interviews in an exchange. The undesirable qualities in salesmen which antagonize buyers are listed as: Profanity, egotism, loud talking, no knowledge of his line, incorrect advice, misstatements, boasting, interupting while waiting on customers, talks too much, talks to girls in office, old jokes, walking into office with cigarettes or cigars in mouth, chewing tobacco, talking politics, knocking a competitor's goods, ridiculing line of goods carried, overstatements, condescension in calling upon a small dealer or at a small town, smutty stories.

Ideal salesmen are lister as: 1. Must know his line; 2 Be able to offer constructive ideas to buyers; 3. Give honest advice as to quantities it is desirious to buy; 4. Have a courteous and pleasing personality.

---

### KNOWING TAKES THE GUESSWORK OUT OF BUYING

An important principle of Creative Salesmanship, knowing, is equally as important in buying as in selling. In fact, the elements in both transactions, buying and selling, are practically identical.

When a merchant knows the needs of his community, he is reasonably certain concerning the goods his community can absorb. He does not have to say, "I'll buy a thousand dollars worth of this or that and see how it goes." He knows the goods he can sell, which fact is a guide to him as to what he should buy. It tells him also how much to buy and what quality his customers would accept.

He knows their preference. He is familiar with their buying power, their standard of living, their tastes. He has heard them ask for this and that, and has noted and remembered their comments.

When he turns to buy, he is equipped with a buying knowledge. It is just the same as though his customers had told him to go ahead and do their marketing for them, using his best judgment. They are ready to reward him with their patronage, if he does the job well.

Knowing his customers, he knows what to look for in goods. He is not deceived by sales points that would not appeal to his trade. But he is quick to detect those that would. In short, he has taken the guesswork out of buying.

You can never be so sure in your buying as when you are thinking of your customers. They desire good value for their money, dependable merchandise which they can trust, and variety. If a new product of merit comes on the market, they look to you to introduce it to them.

Just as customers choose your store because it is reliable, you should choose to do your buying from firms of unquestionable trustworthiness.

---

### SALESMAN'S BELIEFS

1. I believe in myself.
2. I believe in my firm.
3. I believe in my work.
4. I believe in the goods I sell.
5. I believe in the fact that TODAY IS THE DAY.

---

Be careful to not unroll linoleum, floor oilcloth or feltol in cold weather until they have remained at least 48 hours in temperature of 70 degrees Fahrenheit: if you do, they are liable to crack. Where it is necessary to stand rolls on end.



# The New "E–C" Davenport

THE illustration shows our new Bed Davenport with inset of same made up as bed. An outstanding feature is the full spring edge from end to end—absolutely no hard ridge in the bed whatever. It is very simple to operate and has a removable mattress for sanitation. Seat is proper height to give chesterfield comfort, and as a bed, it has no equal.

## *On Exhibition During July.*

This Davenport will be displayed in the E. O. Weber Bldg. Waterloo, during the July exhibition. A good display of our complete line in our permanent showrooms at New Hamburg Ont.

## THE SCHIERHOLTZ FURNITURE CO., LIMITED

**NEW HAMBURG - ONTARIO**

# SALESMANSHIP--GREATEST GAME *in* WORLD

Proficiency is within reach of every clerk if he will reach out for it—Some suggestions from an address delivered before the Saskatchewan Retail Merchants Association at their late convention.

By Walter H. Wood

SALESMANSHIP is the greatest profession the whole wide world over. There is not a man or woman in this country who is not a sales person, not only in retail stores but in the ordinary walks of life. Take a maid looking for a domestic situation; you say she is no sales person, but she is. She sells her services, and that is what each one of us, regardless of our calling in life, is doing.

The makeup to every salesman is as follows:

| | |
|---|---|
| Promptness | 8% |
| Attitude | 7 |
| Expression | 7 |
| Attentiveness | 8 |
| Tone of Voice | 6 |
| Form of Speech | 6 |
| The first word spoken | 32 |
| Method of showing merchandise | 26 |
| Total | 100% |

To be a perfect salesman you must have that number of percentages. 42% goes to yourself, 58% goes to the goods.

## Classes of People Met

A salesman has to meet people. He has a great study in life in the salesman laboratory. You meet all classes of people, and to sell successfully you must know them from A to Z. Here are the classes of people you meet over the counter in a store:

Lookers—You know them.

Prospective Buyers—You are acquainted with them also.

Buyers—You like to see them.

Then you get them in their different walks of life:

The very rich—Pretty hard to serve.

Moderately rich—They take a little talking to.

Those in Easy Circumstances—They spend their dollars easily.

Middle Class—

Mechanics—

The Poor—The poor we have always with us!

Then we have the educated, intelligent intermediate, and the low class.

## Hints on Selling

Salesmanship is a profession, and not a job. If you are selling you have to have certain points well instilled into your education. Without them you are not a successful sales person. First of all, gentlemen, in selling over the counter be sure and emphasize the word "you." Remember that the customer whom you are serving is the most important factor in your world at that moment. Therefore, show interest in your customer. Secondly, when you have shown that interest, you appeal to that sense of interest which you have aroused. Thirdly, you appeal to the imagination of that prospective buyer; and then, when you have aroused that enthusiasm, you must place yourself in a position to anticipate objections that may be put forward. Then the next thing you have to do is to make yourself and the customer agree.

Then here is another idea we have in regard to qualifications for salesmanship

| | |
|---|---|
| Knowing the goods | 20% |
| Meeting objections | 20% |
| Persistence in your object | 15% |
| Convincing the customer | 10% |
| Closing the sale on goods | 10% |
| Introducing new goods | 10% |
| Making a permanent customer | 15% |
| | 100% |

That brings it up to 100%—perfection. In order to excel you must have the knowledge.

Never try to make a sale by making derorgatory remarks about your competitor. Now there are four or five points in salesmanship that you cannot get away from if you want to be successful. You must arouse interest; you must arouse desire you must give perfect satisfaction,—and when you get those into the minds of a customer, you are going to make a sale.

## Use Of Tact

The salesman must also have tact. In one store not very far from here the season of tomatoes was coming on, and there was a bride who thought she would go out in the morning and do her shopping. She went to the grocery store and looked at tomatoes; she looked somewhere else. The tomatoes, instead of being 30c were 40c. She picked the tomatoes over, one after another, and said, "How much per pound?" "Forty cents." "Why," she said, "I can get them down the street at 30c." Now this was the place to use tact—but it does not always go. The clerk used his tact, and said. "Yes madam, I know, but our tomatoes are hand picked." "Oh, well I will take five pounds." Now that was tact.

## Make Study of Salesmanship

Now then, there is no merchant in any part of the world who is in business for charity. No sales person should have the cheek to try to sell goods for his employer if he is not imbued with the idea "I must make a profit for my house, and for my employer."

Take up a course on salesmanship. Supposing there are five merchants in your town and twelve clerks. You are always looking for amusement. Go into amusement that is going to pay you something. Get together, send for a set of books, and start to study them. You will find that you will have a good, social time; you will find that you have had a higher education in salesmanship, and I guarantee in the future you will feel the delight of knowing how to sell goods, and of being a 100% salesman .

# NOW IS THE TIME TO SELL —

## *BREAKFAST ROOM FURNITURE*



178½ TABLE

Finished in rich Chrome Walnut or mahogany for interior use or in pleasing color combinations of enamel for the sun room or porch, this suite will please the most exacting.

It consists of a Buffet 18" x 54", a China Cabinet, a gate leg table 40" x 52" with linen drawer and as many fiddle back chairs as desired.



178 CHAIR



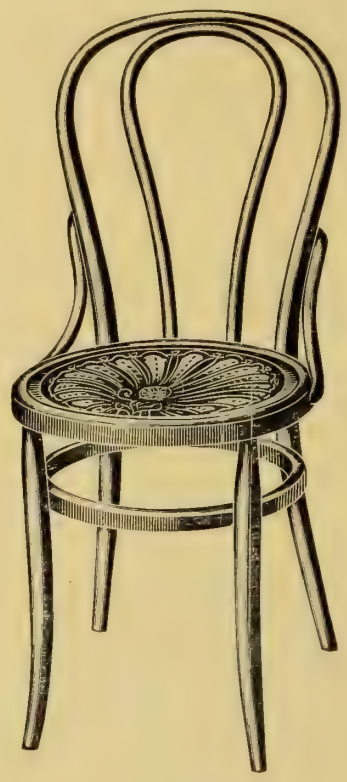
178 BUFFET

**The North American Furniture Company, Limited**

**The Owen Sound Chair Company, Limited**

**Owen Sound - Ontario**

# Bentwood Chairs are Steady Sellers



No. 1800

Chair No. 1800, illustrated here, is one that can be carried by every dealer—there are no exceptions. Restaurants, Factories, Ice Cream Parlors, Offices are only a few of the places that use this chair in quantities. Because of its lightness and strength it has developed into a standard article for which there is a continuous demand.

*We Manufacture*

REED FURNITURE

of every description

DINING ROOM SUITES AND CHAIRS

LIVING ROOM CHAIRS, ETC.



No. 920

Chair no. 920 is one that can be used for many purposes. As a chair for the kitchen it is hard to beat, yet it is often used in the dining room. Dealers find it an excellent seller, on account of its all round utility and neatness. A line from you will bring you further information about our complete line.

## The North American Bent Chair Co. Limited

Owen Sound, Ontario

## THERE'S MORE THAN MONEY TO BE MADE FROM




# KITCHEN CABINETS

You've heard the new customer say "I don't know how I got along without my new cabinet so long". She tells her neighbor about her new "Brantford". One cabinet well sold sells five more—or rather, the first customer sells them for you.

In short, by selling cabinets you secure a lot of workers and boosters for your store.

"BRANTFORD" CABINETS have led in Canada for years.

We are also manufacturing and selling agents for "Sellers" Kitchen Cabinets for Canada.

**"Brantford" Bed Springs Are Now Manufactured By Us— In Use For 30 Years.**

From wood frame cots to the highest grade coil springs.

## RUDDY MANUFACTURING CO., Limited

*Successors to Ham Bros. Co., Ltd.*

BRANTFORD ONTARIO

## HAVE YOU LOOKED INTO MATTHEWS MIRRORS?

THEY REFLECT PLEASED CUSTOMERS

*See our new framed line.*

## MATTHEWS BROS., LIMITED

THE BIG CANADIAN MOULDING HOUSE

1906 DUNDAS STREET WEST TORONTO, CANADA



## ELITE FOLDING TABLE

There are few articles around the house that can be compared with the Elite Folding Table for handiness and convenience. Always ready for service, never in the way, it is often the forerunner of more sales from satisfied customers.

By getting behind this line you can make it really worth while both in prestige and profit.

**Hourd & Co., Limited** Sole Licensees and Manufacturers DEPT. W LONDON

# No. 1045 Diner

The Arm Diner illustrated is built from genuine Black Walnut to match the Dining Room Suite shown on the opposite page. We also manufacture **Bed Room, Living Room, Assembly, Folding and Office Chairs and Tennessee Red Cedar Chests.**



*Write for particulars.*

THE CHESLEY CHAIR CO., LIMITED
CHESLEY - ONTARIO


failure to get a good grip on conditions as they are. it leads to certain disappointment if not absolute ruin.

There will be plenty of work for us all. If we show our faith by making needed improvements, buying and selling, putting to work our energies, our brains, our money,—everthing we have for the good of the community. How essential it is then, that we associate optimism with confidence, since confidence is the backbone of business. With confidence, money will come out of its hidding-places and go to work along with our physical and mental energy to build new homes, new stores, new factories, new courage and new faith.

Passing now, as we are through our period of reconstruction, a period of our commercial life, that calls for the very best thought of everyone, it is vitally necessary that every business man be a governor, a balance-wheel, in his community, keeping steady and sure the thoughts and the acts of his people, of his friends and neighbors. Regardless of how much progress we have made toward normalcy in the past twelve months, it is certain we have made some progress. What progress was made during that time was accomplished by those who turned a deaf ear to pessimist and backed up their own optimism with hard work.

Business is better; much better than appears on the surface. There is a better business frame of mind; a lessening of fear, nervousness and apprehension. There is a realization of the fact that the worse is assuredly passed, that we have made some progress. The danger of anything like the old-time panic is past. I have an unshaken faith in an ever-increasing prosperity. All the facts support that confidence—all the signs point to better times.

## ADVERTISING A FACTOR IN PROSPERITY

*Continued from page 43*

vital factors in returning prosperity, which I have reason to expect will occur during the present year. Advertising is the very spirit of current events. He who overlooks this is missing an infallible indication of the business temperature.

Faith with understanding is practical optimism when mixed with plenty of hard work and a reasonable degree of "horse sense" will pay subsantial dividends. Faith based upon ignorance or lack of understanding, can never be called "optimism," because it generates indolence and

## NEW IDEA IN FURNISHED HOMES

The Germans are hammering for a share of the English trade, says a furniture exchange in telling of a Berlin firm which is offering to send to England "a house with furniture complete for $1,500." "The house" says the London Furniture Record "is 44 feet, 6 inches long; 16 feet wide, and 20 feet high, and contains two bedrooms, one sitting room, kitchen, bathroom and pantry.

"The furniture comprises a cupboard, sideboard, table and two chairs for kitchen; a couch, table, two chairs and two corner stands, for the sitting room, and two iron bedsteads, two washstands with looking glasses and two table for the bedrooms."



An etching in a frame of Circassian walnut grain, from the Phillips Mfg. Co., Ltd., line, as seen in their new catalogue L.

# Dining Room Suite in Black Walnut

## *No. 1045*



No. 1045—Extension Table size 60"x45"
(See Diner opposite page)

THIS is a suite that in appearance and quality cannot fail to draw the admiration of your customers and prove itself a good seller.

Black Walnut is used throughout its construction. No gumwood is used for back posts or ends as is often found in furniture of this description. Your customers are always delighted with such an offering as this.

***A note from you will bring you full particular and prices.***



No. 1045 China Cabinet
(With or without mirror)



No. 1054½—Buffet size 60"
(1045 Buffet is supplied if preferred with glass back. Mirror 54"x6")

# The Krug Bros. Company, Limited

Chesley Ontario

## INSTRUCTION IN SALESMANSHIP

W. H. Mann, General Manager of Marshall Field & Comprany, Chicago. gives this experience of education in his big store:

"Wehave an educational system in our store which has proven very efficient. A number of the young people that we take have not had even a grammar school education. We have to give them this education.

"Those who haven't had experience in retail selling receive instruction in this line which otherwise they would have to get in actual experience. Of course the proper spirit has to be put into this training or the people would not get much out of it.

"We go on the theeory that since the young people have the energy and willingness to listen to us that they must have their heart in their work. We implant in them the desire to win promotion and show how this can be attained by hard work, close application to business, and a thorough knowledge of the art of salesmanship.

"Our educational system has been the mainstay of our retail store and the good it has done for us is almost unbelievable.

"The Marshall Field & Company mills in the Blue Ridge Mountains employ over 5,000 people. Practically all of these people are mountaineers and are sadly lacking in education. We furnish them with the opportunities for education and teach them good citizenship. The advancement made by these people in the last few years is remarkable an d the progress of the mills has gone forward accordingly.

## NEED FOR MORE EDUCATION

"The people engaged in retail selling need more lessons. It is lessons that teach them what is good and bad selling. It show them better than any other way could do it the vital need for having their heart in their business. It shows them how easy it is after all, to have the customer leave the store with good thoughts in her mind toward the store.

"This question of education in selling is one that confronts every business man, particulary the merchant. Anything done to advance this work is well worth while and will accomplish much good for every one.

"The sooner the merchants of this country and the communities become aware of the needs in this line and put the proper measures into effect, the better merchants and communities they will be. We may confidently look for much advancement in this work in 1922, as a splendid start already has been made and it will increase each month."

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## WHAT FURNITURE DEALERS ARE DOING

The T. Eaton Co., Toronto, recently took a four-page spread in The Star Weekly to tell of a special sale of furniture and home furishings.

One of the Ottawa retail stores adopted a sales scheme that could easily be tried out by furniture dealers in a blue band sale." Windows and interiors were decorated with blue bands and all articles on sale were marked with blue bands showing special prices.

The Gelber Furniture Co., Windsor, Ont., during the month past conducted a successful rebuilding sale. Page space in the dailies gave publicity to the event.

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The window that doesn't draw customers into the store fails in its purpose. Sales are not made on the sidewalk.


See the winners of Marshall Window Displays during Marshall Month in this number.




We extend our thanks to our agents who co-operated in making window displays during Marshall Month.

**Marshall Ventilated Mattress Company, Ltd.**

**Toronto Winnipeg, (Parkhill) Chicago London, (Eng.**

# *Upholstered Furniture Of Character And Distinction*



No. 302 Chair, Spring Edge, Double Stuffed, Moss and Hair Filling

There are certain requirements which upholstered furniture must possess, and which we have succeeded in obtaining to a remarkable degree through efforts of our expert designers and experienced workmen.

Beauty of design, dependability, comfort and quality of materials. are points that are given special consideration.

A dependable line of furniture should be on the display floor of every dealer—customers demand it. Make yours the Montreal Upholstered Line.

Visit our permanent show rooms, 99 King St. W., Toronto. They are always open for your inspection.

## *The* MONTREAL UPHOLSTERING COMPANY

*Head Office*
1613 CLARK STREET
MONTREAL, QUEBEC

*Toronto Showrooms*
99 KING STREET WEST
TORONTO ONTARIO



No. 302 Cheste field, Spring Edge, Double Stuffed, Moss and Hair Filling

## EIGHT FACTORS IN SUCCESSFUL SALESMANSHIP

By a Successful Dealer

1. Intense interest; please the customer in every possible way.

2. Know your merchandise; direct attention to novelties and new styles.

3. Get at home with your customers; cater to their mode of living.

4. Don't talk to much; let the customer ask question and answer quickly.

5. Be decided if a difference in opinion arises—but diplomatic always.

6. If the customer is obstinate change the subject at once. Keep the sales-talk in pleasant channels.

7. Never misjudge a customer by the shabbines of her shawl—or the luxury of her sealskin coat. The poorly clad woman may have more money in her stocking than you earn in a year.

8. Be courteous, whatever the situation The fruitage of courtesy may mature slowly—but its growth is sure.

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## STANDING OF TRADE PAPERS

The average trade paper is regarded almost with affection by its regular readers. They read it even when they have not the time for other kinds of reading. It concerns their bread and butter, and the thing which occupies their minds during most of their working hours. The advertising commands as much as the editorial comments. Frequently it is read first and more closely; and then again. Everything from cover to cover concerns the business of the reader, the biggest thing in life. There is nothing to distract or divert his interest. What a wonderful advertising medium a trade paper is for those who learn how to use it!—*Exchange.*

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## 1,000 MINUTES OF SUNSHINE

Invitations are out, under the above heading, for the annual picnic of Toronto and Hamilton furniture dealers and travellers which will be held on Wednesday, June 21, the longest day of the year, in Victoria Park, Oakville.

The sports will start sharp at 1.30, standard time, an excellent program having been arranged. The chief item will be a championship indoor baseball match between Hamilton and Toronto for the $100 B. C. Burroughes cup. Only one representative from each store will be allowed on either team.

Following the games supper will be served at the grounds commencing at 5.30. All are advised to come early and stay late, as there will be plenty of daylight. Real pies and cakes will be served at the supper. C. B. Tadman of the Home Furniture and Carpet Co., has charge of the distribution of tickets for Toronto, and W. J. Nash of the Green Furnishing Co. is sales agent for the picnic tickets at Hamilton.

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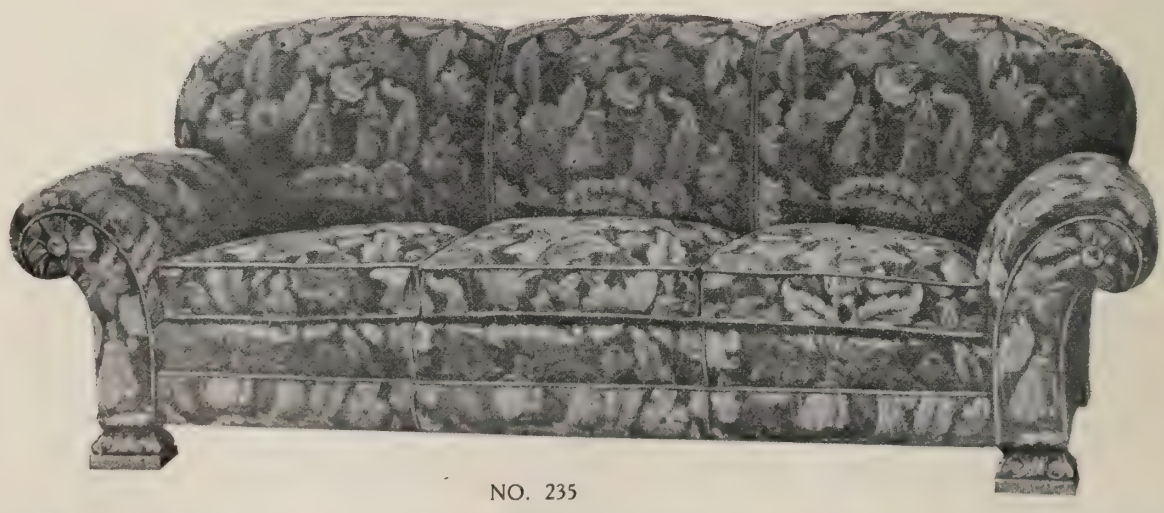
The man who reaches the top is the one who is not content with doing just what is required of him. He does more.

---

J. S. Knechtel, Vice-President and General Manager of the Knechtel Furniture Co. has been elected a director of Hanover Cement & Stone Limited.

The next time our traveller calls on you be sure and ask him to show you our Nos. 258 and 234 Chesterfield Suites and the coverings they come in, they are sure sellers also Nos. 302, 215, and 404, in Spanish make a real good Chair or Rocker.

*GUARANTEED*
BEST MATERIAL—BEST WORKMANSHIP—BEST SERVICE



NO. 235

**The Queen City Furniture Co., Limited**

**27—53 Vine Ave. - West Toronto**



No. 848 Vanity

AS the average customer wants a medium priced line, most dealers find that extremes in design or price are dangerous. Bell furniture is not planned for the few, but can be handled with excellent results by dealers in all vicinities. This has been proved time and time again, and this line becomes a regular standby with dealers who handle it.

Of excellent value, the designs are particularly attractive, Bell furniture will awaken trade that would otherwise remain dormant.

You should have one of our catalogues so that you can get some idea of our full line. Write for one now.

## THE BELL FURNITURE CO.

Limited

SOUTHAMPTON ONTARIO

# News Of The Canadian Furniture World

The King, Phonograph Co. Ltd., Toronto, has been incorporated, with a capital of $300,000.

Own Your Own Home. Ltd., is the name of a newly formed realty firm at Toronto.

The retail merchants of Windsor, Ont., on June 5, held their annual excursion. A. J. Veale and Jack Gelber, furniture dealers of Windsor, were officers of the day.

Good Housekeeping Appliances, Ltd., is the name of a newly incorporated company at Toronto with a capital of $100,000 found to carry on business as manufacturers and dealers in gas, electric, water and domestic appliances of every description. W. H. Chealde, and C. Harold Wilson are interested.

C. Caplan, Ltd., dealers in furniture and clothing at Otawa, suffered a fire loss tast month in a conflagration which damaged a business block in that city.

Stratford, Ont., manufacturers and dealers propose holding a "made-in-Canada" week.

The British Industries Fair being held this year at Birmingham and London will have a furniture section for displaying the newest things in home furnishings.

The Ives Bedding Co. Ltd., hast been registered at Montreal.

Chatillon, Ltd., have opened up an up-to-date furniture store at 712 Somerset street, Ottawa, Ont.

The Phillips Manufactureing Co. Ltd., Toronto, have issued to their customers their new catalogue "L", a review of which appeared recently in our columns. This catalogue is devoted to mouldings, frames, mirrors and framed pictures.

Mr. S. J. Cook, sales manager of the McLagan Furniture Co., is chairman of the advertising committee of the Made-in-Stratford Exhibition and Carnival to be held in that city during the week of June 19.

The business men of West Toronto held parade on June 7, at which prizes were given for the best decorated car and float. A band concert wound up the day's program.

The first trackless trolleys used in Canada are equipped with Marshall Spring cushions. These trolleys are being used on the Mount Pleasant road, Toronto, a new service installed by the Toronto Transportation Commission.



F. L. Kelly, of Baum & Brody's furniture store, Windsor, Ont., chairman of the executive committee which put over so successfully the recent Windsor Better Home Furnishings Week.

## HAMILTON FURNITURE MAN DEAD

In the death of James E. Souter of Malcolm & Souter which occured last month at his home, 173 East avenue north, Hamilton lost one of its best citizens. For the past forty years he had been a resident of that city, and during all of that time he had been interested in everything that was good.

James E. Souter was born in Aberdeenshire, Scotland, 57 years ago, and when only three years old came to this country with his parents and settled on a farm near Burlington. In 1882 the family removed to Hamilton. Shortly after going there he became an apprentice in the shop of the late James Reid, where he learned cabinet making. Being a thorough, capable and conscientious workman advancement was natural, and for the past 22 years was general manager of the Malcolm & Souter Furniture Company. Those who worked with and under him speak most highly of him as a man of the highest principles.

But he did not confine his life to the factory and the workshop. He was deeply interested in the larger life of the community and believing that the Christion church was the greatest institution for the building up of the best life of mankind, he became, at any early age, an enthusiastic church worker. While living in the Western part of the city he was a member of Erskine Presbyterian Church, where he was made an elder and was for many years superintendent of the Sunday school. About 20 years ago he moved to East avenue and joined St. John Presbyterian Church. Shortly afterwards he was elected to the eldership and until is death took the keenest interest in everything pertaining to the best life and work of that congregation.

In 1891 Mr. Souter married Miss Mary McGregor of Galt, who with two daughters, Misses Jean and Margaret, and one son, Edward, survive him and mourn the loss of a most loving and devoted husband and father. Another son, Mitchell, laid down his life in the great war.

Besides these he is survived by two brothers, Messrs. A. M. and D. A. Souter, of the A. M. Souter Furniture Company, Hamilton, and two sisters, Mrs. James Turnbull of St. Catherines and Miss Jean Souter of Rochester, N. Y.

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## THE INDIFFERENT CLERK

Don't be a "Take-it-or-leave-it" sort of a salesperson.

Don't make customers feel that you are doing them a favor by allowing them to buy from you.

Don't be crusty if people are "just looking" and don't buy.

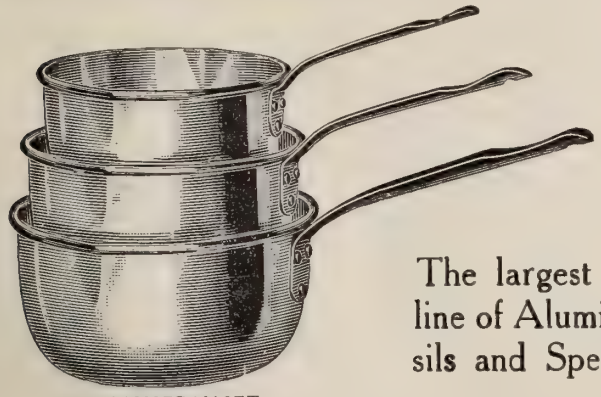
Take pains to explain important points about the goods to the customer.

Practice suggestive selling.

"Make your firm's interest your interest."

---

Smoke and water from a fire nearby damaged the store of Campbell's Furinture Exchange at Edmonton, Alta., recently.



5048 SAUCEPAN SET

The largest and most complete line of Aluminum Cooking Utensils and Specialties in Canada.



5625 PANELLED TEA KETTLE



166 ALUMINUM TEA SET

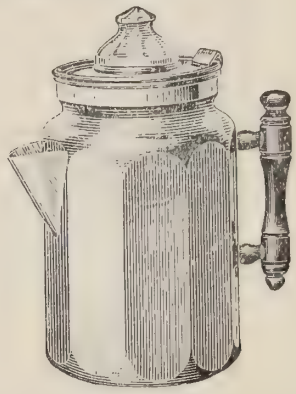
*Catalogue and Price List on request*

**Aluminum Specialty Co.**

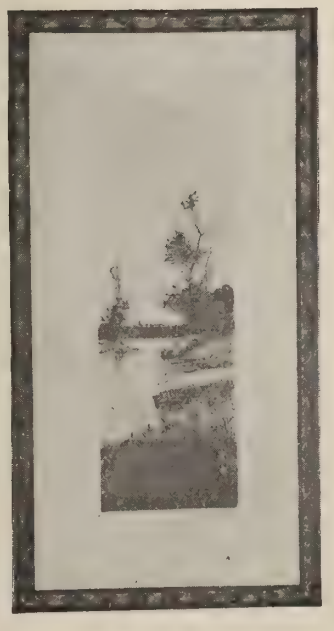
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5431½ PANELLED PERCOLATOR



No. 41656 Panel Etching
Catalogue "L" Page 100

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158 pages of adequate descriptions and illustrations representative of our complete line—that is our new catalogue. It is an absolute necessity in your store. No matter what class of trade you have, we can meet your needs.

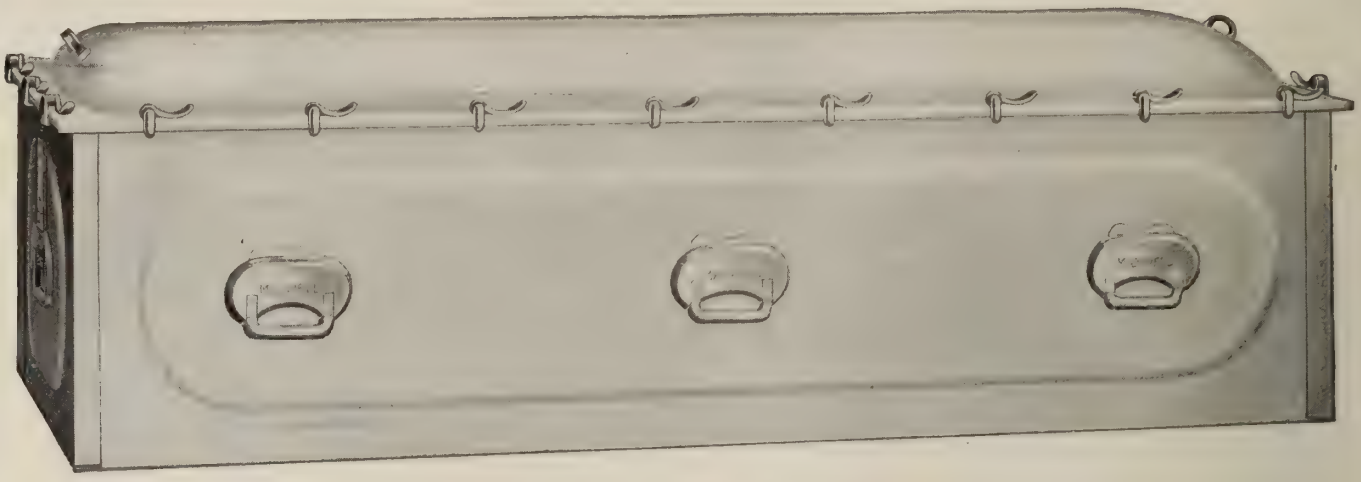
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Vancouver Casket Company, Vancouver, B. C.
Winnipeg Casket Company, Winnipeg, Man.

*Successors to*
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Girard & Godin, Limited, Three Rivers and Montreal, Que.
Christie Bros. & Company, Limited, Amherst, N. S.
D. W. Thomson Company, Limited, Toronto, Ont.

# Funeral Service Department

*Problems affecting the Profession are here discussed and readers are invited to send letters expressing their views on any of the subjects dealt with—News of the profession throughout Canada.*

## CONDUCTING A FUNERAL SERVICE BUSINESS

By W. J. Stewart, Managing Director, Bates & Dodds, Toronto.

A director of funeral service who cherishes the "golden ideal" of better service is face to face with the problem of proper distribution and recovery of operating expense.

I will not attempt to define "service," as that subject is of too vast a nature to fully elaborate upon. However, I offer for your approval a modified definition of an establishment known as "directors of funeral service."

They are possessed of sufficient equipment to independently and successfully conduct a funeral without the assistance of rented equipment. Their equipment must be of a grade in keeping with modern establishment. They employ a capable, qualified, licensed staff in addition to the administrative staff.

The selection of assistance is of great importance. They reflect the character of the establishment and many times the latest addition to your staff, during busy periods must, by force of circumstances, be prepared to assume the duties of a first principal assistant. This class of help must necessarily receive fair renumeration, and in years to come will play a more important part in our service, and they must be duly rewarded. This has a direct bearing on costs.

The establishment must be well appointed in every department, and from cellar to roof, front to rear show signs of care and cleanliness; and in addition be open to public inspection at all times, so that the public can be convinced that it is a proper place to house and care for the remains of human bodies. This policy has a direct bearing on costs.

A director of funeral service must necessarily carry a stock of supplies. Caskets and supplies must in every case be of materials which can be recommended and guaranteed, as to the construction, value and appropriatness. Each casket as it rises in value should be of a proportionately better grade of lumber, cloth, interior, hardware, trimmings, and when complete should warrant a severe expert inspection. His policy should be to give exceptionally high-class professional service to all classes with an equitable distribution of operating expense. Commencing with the value of material purchased, on a one-price basis, each casket plainly and neatly ticketed for funeral complete, with the exception of cash disbursements, the selection of suplies and price must be easily within reach of all. This is the only policy to adopt. To adhere strictly to this method, is to be worthy of public confidence and patronage.

This calls for earnest study of costs. If you are prepared to serve your clients in the aforesaid manner you have a duty to perform; tell them of your establishment. They will be glad to learn of you. Acquaint them with your "service" by advertising in a dignified manner. This also has a direct bearing upon costs.

These qualifications represent capital invested and therefore call for expenditures to maintain, which I term as operating expenses, which may be classified as follows:

Salaries—administrative staff, wages to staff, general expenses, auto vehicle upkeep, advertising, also provisions for depreciation of auto vehicles, paraphernalia, office furniture and fixtures, work shop and garage utensils, bad and doubtful debts, and any other expenditures which are directly relative to the operation of the business.

The director of funeral service is in business to cater to the varying requirements of a community seved by him and must be equipped to render service required according to the individual needs of his clients. He must be able to furnish satisfactorily a funeral in which is used costly casket and in the conduct of which the most exacting service is remanded, and paraphernalia must be paramount quality. The successful conduct of the funeral demands the concentrated efforts of a highly trained and administrative staff, or be prepared, on the other hand to supply a funeral in which is used a plain inexpensive case, and in which the quesion of expense must be kept well in mind, still dignity must prevail. Consequently by the possessing of high-class equipment all classes of society receive the benefit hereof, in connetcion with both illustrations and as do all other grades which come in between the two types. "Service" rendered must be permeated with the conception that the director of funeral service, by his service, policy and character creates, either a favorable and satisfactory impression and is remembered by his clients as a proven, reliable honorable member of society and a credit to his profession, or an undesirable belief that they have been treated in a callous, commercial manner.

A director of funeral service renders to humanity the best service possible, conveying all that is mortal to border of earth and the Great Beyond. Consequently his service must be inspired by a higher ideal than costs, but nevertheless, costs must be studied to permit him to remain in business. First impressions are usually lasting ones on a client when selecting in a showroom where caskets are plainly marked, the funeral complete with service, is favorably impressed as the price quoted becomes less or greater, it is quite apparent to the eye that value also rises or falls in a like proportion. If a handle or lining suits a certain casket, it is decidely not the one for the next grade better. Give your clients increased value for every extra dollar spent above the minimum. This sytsem abolishes the tendency to see how cheaply we can buy to suit certain cases and enables the funeral director to select quaility goods and be properly reimbursed with profit according to the value he offers. Therefore, you are not saving money by always buying the cheapest article offered

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you, irrespective of quality. Your clients are convinced in this method by modest explanation, rather than by argument that the policy of the establishment is true value, paramount service and one price, thereby taking no unfair advantage of any class of society. Selections of caskets with prices within the reach of all. Prices regulated by value selected and service commensurate with the same, abolishes the impression which the public have that we charge all we can get, or by the appearance of clients' ability to pay.

Cost of goods has increased again and again as have all items of expense, particularly wages and motor upkeep, so that the old standard of price-setting no longer holds good. Why should the casket carry the entire load of operating? The difference between the factory price of the casket and that asked of the customer is to a great extent the cause for general impression and false belief that in all cases our profits and charges are unreasonable. Itemizing funeral accounts other than cash disbursments is, in the writer's opinion, a wrong method, because each item on the acount does not bear fair share of operating expense when rightly so it should, but it is an impossible problem to solve what percentage each department is chargeable with, and after all we are not in the business to simply sell caskets but chiefly our service, and the fees usually charged on an itemized account conveys the impression that we commercialize our profession by becoming dealers in caskets at high prices and minimize and depreciate our profession and skill and ability by the manner of method upon which our fees are based.

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### TALK ON BURIAL VAULTS

E. V. Pinckney, an officer and representative of the Maxwell Steel Vault Co. visited Toronto last month and gave a talk to the sales men of the staff of Dominion manufacturers, Ltd., on burial vaults in general and the Maxwell in particular. A number of Toronto funeral directors were among those in attendance, those noticed being R. V. Stone, W. J. Stewart, C. E. Burgess, Art. McCabe and Wm. Speers. D. M. Andrews, secretary of Dominion Manufacturers, acted as chairman of the gathering and introduced Mr. Pinckney.

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Dr. G. W. Ferguson attended the Michigan Funeral Directors Association convention held in Grand Rapids at the beginning of this month.

# PREPARING FOR THE BIG CONVENTION

This year's Convention of the Ontario Funeral Service Association is expected to be the biggest and greatest of the series of annual gatherings that this association has held during the forty years of its existence. Besides the convention proper there will be held in conjunction with it an Exhibition of hearses, caskets, funeral directors' supplies and accessories.

The combined Convention and Exhibition will be held in a big downtown Toronto building, arrangements for which are about completed. In this building besides a huge exhibition hall are a large convention assembly room and smaller rooms for committee meetings. Thus it will be unnecessary to leave the convention hall to listen to the addresses and discussions, and to see the exhibits, which, it is expected, will be the greatest gathering together of Canadian-made fureral supplies ever attempted in the Dominion.

The Executive, Program and Entertainment Committees are busy shaping up a fine series of events to keep the visiting funeral directors on the go for the whole of Convention Week.

As well as being the first metting of the Ontario Association under its new name, the Dominion Funeral Service Association will as well hold its Annual Convention during the week of the O. F. S. A., and both Conventions will combine on an entertainment program that will interest and amuse the delegates, visitors and their ladies.

The school will be conducted as usual the week previous to the Convention, and the Ontario Examining Board will conduct their exams following the Convention.

West and East are expected to send good delegations to the Canadian National Convention at Toronto and it remains for the Ontario funeral directors to come in their strength to attend their own association meetings and to help welcome their professional brothers who are coming from the other provinces.

Remember the dates—School, August 28 to September 2; and combined Exhibition and Convention September 2 to 9.

# CAN EMBALMING BE SAVED? IS EMBALMING WORTH SAVING?

Written For Canadian Furniture World and The Undertaker, By Howard S. Eckels

The natural circulation fills all of these veins in a far better way than it is possible to fill these lateral veins through the injection of fluid into a larger vein. The injection of fluid into a larger vein only carries fluid into those branch veins which have no value and there are comparatively few branch veins which do not have valves.

The operator who injects the vein has no chance of selecting any other veins excepting those which have no valves and it is not probable that one vein out of a hundred of these small lateral branch veins which are receiving the short circuits from the capillaries would permit fluid injection into the large veins to back up into these laterals.

What need is there to try? If they become filled with the fluid that flows through the capillaries in excess through these short oircuits why not be satisfied with the their filled by this natural process.

The elaborate arguments of vein injection are largely theory and an argument based alone on theory is not going to convince many practical and experienced embalmers, or result in their doing such unnecessary work as to inject into the vein when that injection is calculated to oppose the flow of blood from the venous system, which is far more important in relieving discolorations from the face, neck and ears.

Every expert and experienced embalmer knows that this always is best accomplished by arterial injection and draining from the veins.

One of the most practical things ever said by a great master Embalmer was that, "Blood is man's best friend alive—his worst enemy dead."

Another unfortunate and disagreeable result of vein injection which may be ranked next to the blood discoloration remaining in the surface tissue of the face with which all embalmers are familiar is the discoloration produced by a mixture of blood and fluid regurgitating through the veins back into the surface tissue of the face. The surest way to accomplish this is to inject fluid into the veins, mixing it with the blood and causing regurgitation.

On the other hand, it is worth while considering the question of short circuit to know that a slow injection of fluid into the arteries in such cases is a distinct advantage. When short circuits interfere it is because of too rapid injection of fluid. No trouble would be found if the fluid were injected as it should be.

A slower injection gives the astrigent embalming fluid a chance to contract those capillaries through which it is passed so by this natural process they offer greater resistance to the flow of fluid through them and after being disinfected shut off the short circuits. Fluid should be disseminated evenly all over the body. If it is injected slowly, it will be because the astrigency of the fluid automatically closes the capillaries and prevents short circuits in all tissue through which it is passed, thus forcing the fluid to seek new channnels, penetrate new capillaries, and in turn disinfect them.

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## SIMPLE AND ACCURATE BOOKKEEPING SYSTEM

You have suggested at different times that we contribute something to your magazine, and it occurred to us that our system of bookkeeping might be of interest. We consider it fairly good, but would be pleased to have any suggestions as to its improvement.

We have used it some time in both the undertaking and furniture departments and find it quite easy to balance up at the end of each month. We think, too, that anyone who tries it out and take into account every item of expense general public imagines.

This is our system; For each order we add the cost as follows:—casket lining, cotton, plate, engraving, robe flowers, cars, embalming fluid, freight, cartage, wear and tear, etc. Then at the end of each month we total these and divide the overhead expenses, such as rent, telephone, water and light, advertising, insurance salaries, etc., between the undertaking and furniture departments, Then by deducting the total cost from the amount charged we arrive at a fairly accurate estimate of our profit.

In the furniture department we follow the same system by putting the day-book the cost price, and by doing this each day is quite a simple matter. J. A. Ball St. Marys, Ont.

## NOTES FROM EASTERN CANADA
By F. W. Wallace

Leroy A. Morrison of Newcastle, N. B., recently graduated from the Syracuse College of Embalming, winning his diploma with high honors. Prof. L. R Simmons has a large family of graduates in Canada now and her friends are legion.

Mr and Mrs Geo. Chamberlain of St. John. N. B. were tendered a surprise party on the thirtieth anniversary of their marriage and, were presented with a fine reading lamp.

W. E. Calhone has sold his business at Cape Station, N. B., to Samuel Bishop. Mr. Calhone has been in business over 40 years and, highly respected. He has with his family removed to Western Canada, where he will reside in the future.

John Snow, Sr. of Halifax, who met with a severe accident Christmas eve is recovering and hopes soon to be at his desk.

## FUNERAL OF RAYMOND JANISSE

The funeral of the late Raymond J. Janisse, killed in Detroit last month was held in Windsor, Ont. It was largely attended, the funeral procession reaching for many blocks along the streets.

At St. Alphonsus Church, Rev. Dean Downey, assisted by the Rev. Wilfrid Langlois, of Ford, as deacon, and Rev. Father Sheridan, of St. Joachim's Church, Detroit sang the solemn high mass.

The honrary pallbears were Hon. Dr. J. O. Reaume, Dr. U. J. Durocher, Gilbert Campeau, Alphonse Oates, Albemy Janise, and Charles R. Tuson. The active pallbears were Aldric Adam, Joseph Adam, Raymond Reaume, Urgel Jacques, Louis Oullette and Ernest Oulette.

The music in the church was rendered by the joint choirs of Our Lady of Prompt Succor, Church of the Immaculate Conception, and St. Alphonsus Church. The "Miserere" was sung by a mixed quartet, unaccompanied. The choir was directed by Patrice Oulette.

Present at the funeral were members of the Knights of Columbus, Artisans, St. Jean de Baptiste and the Holy Name Societies. The president of the London Clobe Casket Company, a representative of the Dominion Casket funeral directors alsc attended the funeral. The flowers and spiritual bouquets were many and beautiful.

Out of respect to the deceased, the stores of Mailloux and Parent were closed fom 10 to 11 o'clock on the morning of the funeral, the late Mr. Janisse having been a former employee of the firm.

## MONTREAL DIRECTOR AROUND AGAIN

Wm. Wray of University street, Montreal, is just out of hospital having undergone an operation on his foot for a broken bone, the result of a recent accident. Mr. Wray has completed all alterations and improvements to his funeral quarters and has now one of the finest and best funeral premises in Canada, with chapel, mortuary, parlors, etc., furnished in modern style and on up-to-date lines.

## PROFESSIONAL NOTES

Alvin A. Mugridge, of Shediac, N. B., has purchased from Tuttle Brothers, Limited, of Moncton, an eight column horse drawn hearse, which he will use in his funeral directing business in Shediac.

The Tolstoy Cemetery Co. has been formed at Verigin, Sask

E. Y. Hutchison, a Toronto funeral director, has been elected president of the Bloor-Bathurst Business Men's Association of that city.

Dr. J. P. McMurrick of Toronto University, who lectured at the last convention of the C. E. A., was elected president of the Royal Society of Canada at that organization's annual meeting at Ottawa last month.

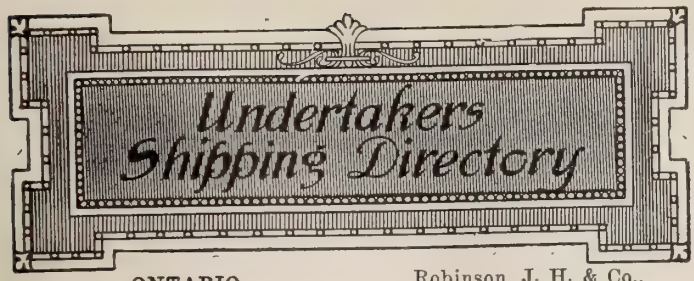
## A LAND OF GRAVES.

"China is a country of graves," said Prof. A. B. McCallum during an address to the members of the Royal Canadian Institute in the physics building of Toronto University during the past month. The professor declared that during the past 4,000 years, 60 millions of people have lived and dyed in China. He stated that in China engineers who are constructing railways have the greatest difficulty with the people who object strenuously to having graves disturbed.

## U.S. NATIONAL ASSOCIATION WOULD CHANGE CONSTITUTION

The Committee on Constitution and By-Laws of the U. S. National Funeral Directors' Association, which met for a three-day session at West Baden, Ind., last month, reported to President Roth a number of constitutional changes. Among the changes the committee would have the secretary elected by the members at large instead of by the Executive; would name $2,000 as a salary for the secretary; would adopt a publicity bureau of five members; and adopt a per capita tax of five dollars for membership in the Association.

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# You Never Get More Out Of Your Fluid Than The Maker Puts In!

WE feel that the profession wants the best Fluid which knowledge and skill and experience can provide, irrespective of cost—not only because the best products are wanted by the best men but also because they are *Needed* if they are to remain the best men.

We believe that no special and pains-taking effort of hand or heart, or brain or brawn, that goes into the manufacture of something superior, ever is wasted.

The price a manufacturer asks you for your fluid is merely a reflection of his own attitude toward you and his interest in your welfare. If he offers you a cheap fluid at a cheap price he does so either because he thinks you are content with cheap results—or, what is worse, he does not care what happens to you or your clients so long as he makes a sale.

We decline to compromise at the expense of your reputation. We will continue to absolutely maintain our fluids at the highest peak of efficiency—and will price them honestly in accordance with their cost and quality.

**DIOXIN is the one Fluid you can Trust to be up to the very highest standard.**

**H. S. ECKELS & CO., 1922 Arch Street, Philadelphia, Pa.**

*CANADIAN ADDRESS:—*

**Robert S. Flint, Manager, 142 Quebec Ave., Toronto, Ont.**

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# FOR SALE—WANTED

**50 cents per insertion up to twenty-five words. Each additional word two cents. If box is required 5 cents extra to cover postage.**

THOROUGHLY EXPERIENCED EMBALMER and funeral director, aged 29, desires opening in established firm, with opportunity to purchase part interest in business. Box 167. Canadian Furniture World, 51 Wellington St. W., Toronto 6-22-2

WANTED—Good Salesman to sell as a side line, a first class line of Chesterfieds in Western Ontario, on a commission basis. Apply Box 166, Canadian Furniture World & Undertaker, 51 Wellington St. W., Toronto. 6-22-3

WANTED—Capable experienced young man to go into the Furniture business as Manager, in one of the best small Cities in Canada. One to two thousand dollars capital required. This is an opportunity seldom offered in a lifetime to a man who can fill the requirements. Box 165, Canadian Furniture World.

FOR SALE—A used hearse nearly new, also a three-in-one casket van, hearse and ambulance, this also nearly new. Apply Box 168, Canadian Furniture World & Undertaker, 51 Wellington St. W., Toronto. 6-22-1

WANTED—A line of medium priced Bed-room and Dining-room furniture as side line by two salesmen covering Ontario up to the Soo exclusive Toronto. Both parties dividing Ontario equally. Box 170, Canadian Furniture World, 51 Wellington St. West Toronto. 6-22-1

POSITION WANTED—An ambitious young man with considerable experience in retail furniture trade desires situation in store or as traveller. Good references. Box 169, Canadian Furniture World, 51 Wellington St. W., Toronto. 6-22-1

FOR SALE—Horse-drawn Ambulance fully equipped, in first class condition. Box 171, Canadian Furniture World, 51 Wellington St. W., Toronto. 6-22-2

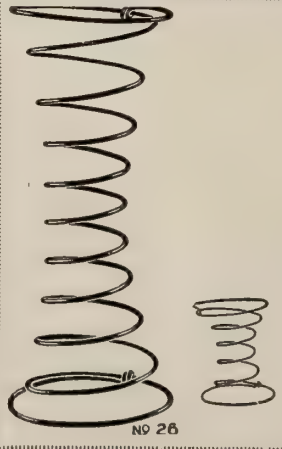
FOR SALE

Chair Stock.
Bone Air Dried.
30 M ft. 1" x 1" square 20" long.
20 M ft. 1½" x 1½" square 20" long.
Birch—Clear Stock.
Apply P.O. Box No. 6,
Victoriaville, Que 5-22-t.f.

WANTED—Light, up-to-date, horse-drawn hearse. Address Geo. B. Burney & Son, 338 Somerset St., Ottawa, Ont. 6-22-1

EMBALMER—Married, wishes good position. Experienced with some of the best Funeral Directors in Canada. Have been in partnership business. Understand Furniture. Also driving cars. Apply Box 172, Furniture World, 51 Wellington St. W., Toronto. 6-22-1

FOR SALE—Motor Hearse, guaranteed in excellent condition in every way. Reasonable for cash purchaser. Particulars and photo on application. Apply Box 173, Furniture World, 51 Wellington St. W., Toronto. 6-22-1


## Upholstery Springs

Highest quality Upholstery Springs, made from the finest grade High Carbon Steel Wire, oil tempered after the coiling operation, thus insuring uniform strength and "No Set." Remember, the quality of your High-Grade Upholstering depends entirely on the quality of the springs you are using.

**HELICAL SPRINGS**

for spring bed and mattress fabrics.

Get the habit; buy Canadian springs

**James Steele, Limited**

Guelph, Canada

# TAKE THE CHAMPION LINE TO SUCCESS

The letter reproduced, a voluntary testimonial, comes from one of our oldest business friends in Canada who are well known to the profession, having been in St. Thomas for more than forty years.

This firm like many others in Canada use

***Champion***
***Super-Strength***
***White Fluid***

You should give it a trial It is your summer friend and will make twice as much ready-to-use fiuid as any other.

*Order a trial case to-day.*

PHONE 193 519-523 TALBOT STREET

P. R. WILLIAMS & SON
ESTABLISHED 1893
FUNERAL DIRECTORS
SPECIALISTS IN EMBALMING AND DERMA-SURGERY

ST. THOMAS, ONT., May 1st., 1922

Dr. G. W. Ferguson,
"The Champion Man",
TORONTO

Friend Doctor:-

Just a few lines to acquaint you with the facts in a recent exhumation:

Nov., 20th, last we were called to care for the remains of Mrs. Rachel Bond. The family asked that the remains be held until Nov.,26th, account of relatives coming from the West.

The Axillary artery was opened and injected, draining through the Axillary Vein.

The Funeral was held as scheduled and the remains looked better than the day of embalment.

Now this so far has been preliminary:

The family purchased a new lot in a better part of the cemetery and wished the remains exhumed and reinterred.

When everything was in readiness, this was April 28th, FIVE MONTHS AFTER FIRST INTERMENT, we took the daughter to witness the reinterment.

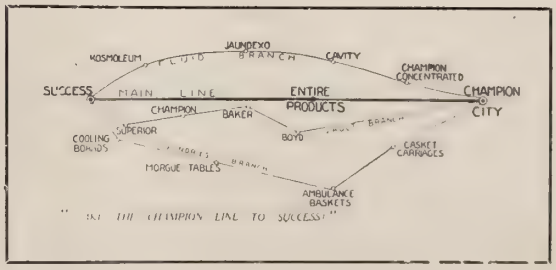
When the casket was brought to the top we opened it, and Doctor, here is where you will be interested; the remains were in a perfect state of preservation--really looked better than the day of the Funeral--over FIVE MONTHS IN THE GROUND and not the least sign of mould.

We were so pleased with the results of this case that we felt we could not let it pass without acquainting you of the facts and letting you know that our faith in "Champion" has been made the stronger.

Sincerely yours,

Arthur R. Williams

P.R.WILLIAMS & SON
ST.THOMAS
ONTARIO
519-521 Talbot Street




## CHAMPION CHEMICAL CO.

**Dr. G. W. Ferguson, Canadian Manager, 28 Leuty Ave., Kew Beach, TORONTO**

**Canadian Manufacturing Plant, WINDSOR**

GUARANTEED

# GOLD MEDAL

PRODUCTS

We extend a cordial invitation to Furniture Dealers to visit our permanent showrooms at our Toronto factory during the month of July.

Gold Medal Products including Chesterfield and Cane Suites, Divanettes, Davenports, Gold Medal Felt Mattresses, Hercules Bed Springs, Couches etc. and Gold Medal Phonographs will be neatly arranged for your inspection.

Do not fail to see this July Display, you will find it well worth while.

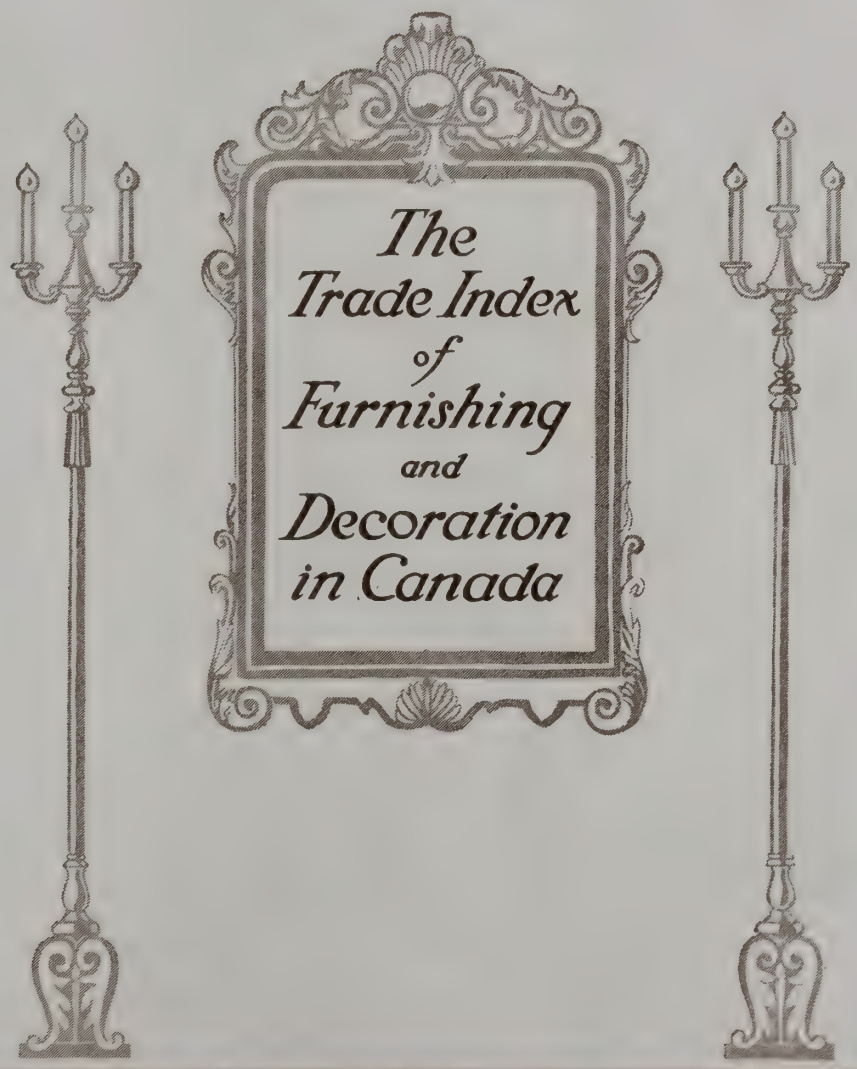
When you arrive in Toronto phone Kenwood 549 and we will send a car for you.

**GOLD MEDAL FURNITURE MFG. CO. LIMITED**

TORONTO UXBRIDGE WINNIPEG

**Gold Medal Bedding Co., Limited --- Montreal**

# FURNITURE WORLD




Hugh C. MacLean Publications Limited

Vol XII Toronto, July, 1922 No. 7




TASTEFUL design, first-class workmanship and selected materials are the ingredients which compose a Malcolm & Hill production.

*Send us your inquiries by mail, telegram or phone, at our expense.*

# MALCOLM & HILL, LTD.

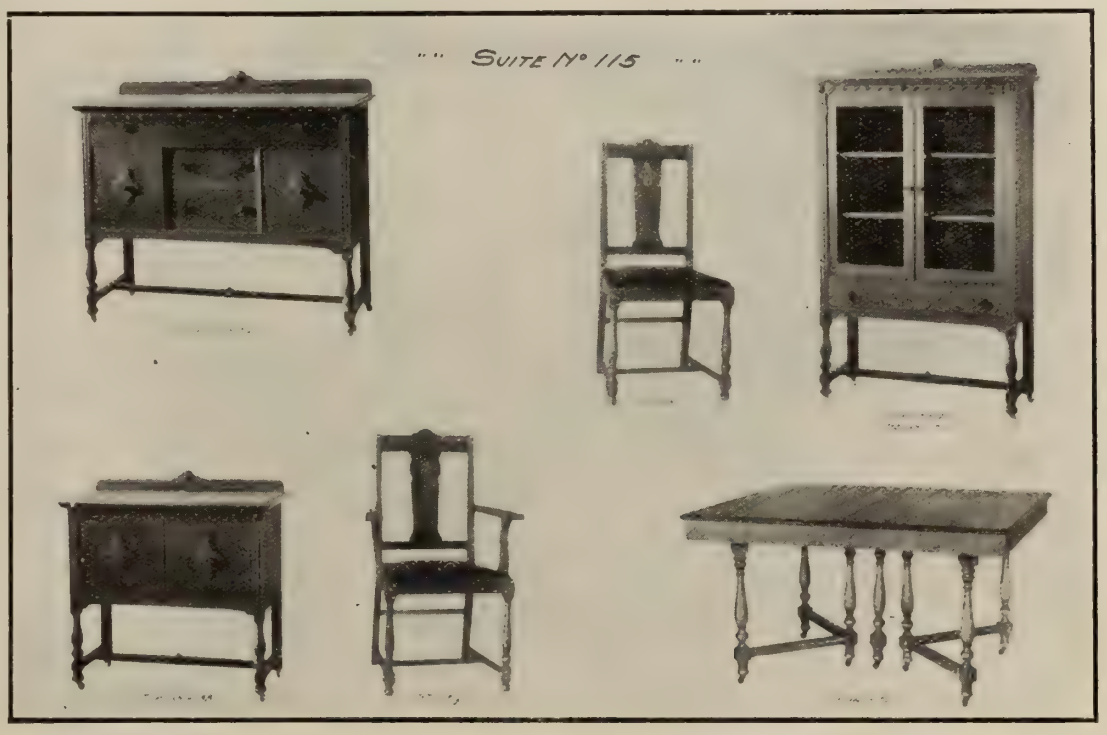
Head Office
KITCHENER

Branch Factory
LISTOWEL

# CEO COMBINATION

**C**hesley Furniture Co. Ltd., Extension Tables
**E**lmira Furniture Co. Ltd., Dining Room Chairs
**O**rillia Furniture Co. Ltd., Buffets and China Cabinets

**Completely matched Dining Room Suites designed to meet present demands. The construction, finish, and values combine to make it good business to place them on your sales floor.**




**A Dining Room Suite that will attract the customer's favorable attention. Made in quarter cut oak and finished in Fumed or Italian Brown a soft dark brown finish.**

## Chesley Furniture Co. Ltd., Chesley, Ontario
## Elmira Furniture Co. Ltd., Elmira, Ontario
## Orillia Furniture Co. Ltd., Orillia, Ontario

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| Eastern Ontario | Mr. H. G. Walker | Alberta | Mr. T. H. Prossor |
| | | British Columbia | Mr. C. Eastman |

# A Better Line of Upholstered Furniture

## MR. MERCHANT:—

**Look into the heart of a Montreal Upholstering Living Room Suite.**

Satisfy yourself as to the quality *inside* as well as the quality *outside.*

Our customers have a satisfied feeling when they sell **Montreal Upholstering Products.** They will stand the test of time.

While we do not pretend that our prices are the cheapest on the market, what we do claim is that the **quality that we give you and the material which we use in our products makes our merchandise the cheapest in price for that class of goods, which we are manufacturing.**

We **guarantee** all our goods and every article of our manufacture has a guarantee label on it, telling you what the material consists of.

Our new fall line is ready and will be exhibited in our own show room in Montreal from July 25th to the 31st, and also in our Toronto show room during the Canadian National Exhibition. A visit from you will be greatly appreciated.

## THE MONTREAL UPHOLSTERING CO.

**HEAD OFFICE:**
**1611-1613 Clarke Street,**
**Montreal, Que.**

**TORONTO SHOWROOMS:**
**99 King Street West,**
**Toronto, Ont.**

# DOLL CARRIAGES

## — Just Like Mother's Baby Carriage —



HERE is one of our typical Doll Carriages for 1922. It is woven from one piece of wicker into a beautiful bowl shape on the Lloyd Loom. It is a miniature duplicate of one of our beautiful Baby Carriages in design, material and workmanship. It fills the old time demand of Daughter for a Doll Carriage "just like Mother's."

## Heywood-Wakefield Co. of Canada Ltd.

*Successors to The Lloyd Mfg. Co.*

Orillia - - - Ontario

# Your Dreams Come True

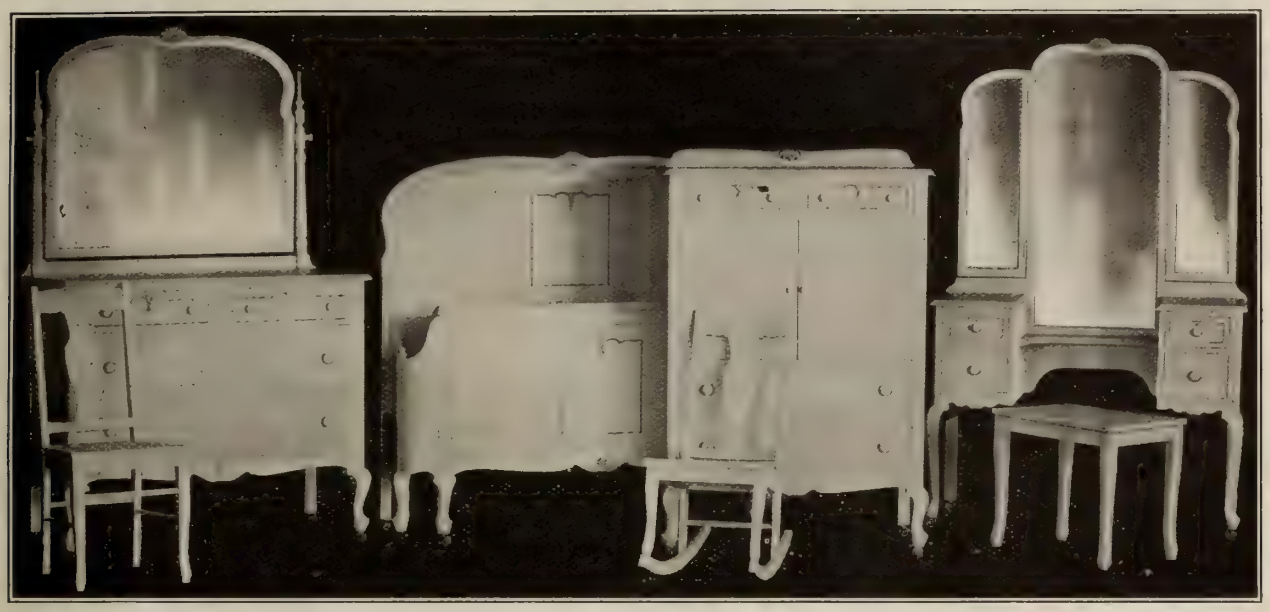
CAN you afford to risk the confidence of your trade with anything but the best De Luxe Upholstered Furniture?

Here you have the newest designs and coverings, the best fillings and the finest workmanship obtainable anywhere.

*Write for our new price list and range of new coverings.*

DELUXE UPHOLSTERING COMPANY
Limited
KITCHENER - - - ONTARIO

# ALWAYS IN DEMAND



No. 485E Bedroom Suite (Queen Anne)

Knechtel's suites are always selling. Our manufacturing capacity is so great and lines so varied that we have furniture to meet and create demand at all times.

Made in many designs, finishes and woods with Knechtel quality in every one.

Knechtel Furniture on your floor will mean a steady stream of business.

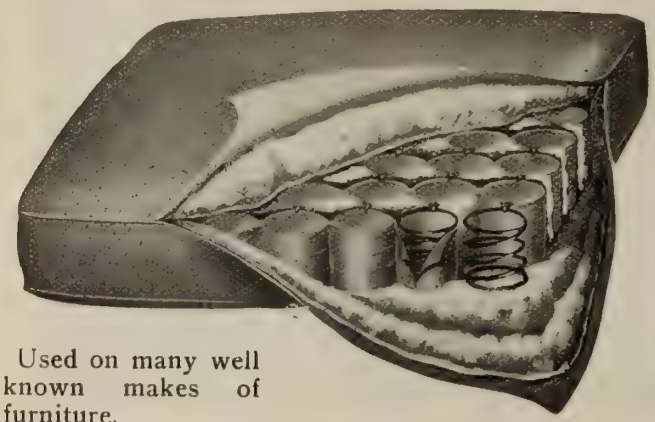
**THE KNECHTEL FURNITURE CO.**
LIMITED
HANOVER ONTARIO

"COMFY" CUSHION COMPANY

Our Trade Mark

# Famous "Comfy" Cushions

This is the much talked of cushion, that gives furniture the real touch of luxurious comfort.



Used on many well known makes of furniture.

Write for Catalogue

## "Comfy" Cushion Co.

**340 Gerrard Street, East, TORONTO, Can.**

# No. 1045 Diner

The arm diner illustrated is built from genuine Black Walnut to match the dining room suite shown on the opposite page.

We also manufacture:

**Bed Room, Living Room Assembly, Folding and Office Chairs and Tennessee Red Cedar Chests.**

*Write for particulars*



THE **CHESLEY CHAIR CO.,** LIMITED

CHESLEY — ONTARIO

# *Investigate Now*

The QUEEN Line, if you have not already done so, and you will be convinced of its superiority.



This illustration is but a pair of our big business getters from our extensive range of good sellers. Constructed of best materials in attractive shapes and designs, covered from a vast assortment of pleasing tapestries, our upholstered furniture always attracts and commands the attention of your customer.

A card will bring our catalogue and price list.

## The Queen City Furniture Company, Limited

27-63 Vine Avenue West Toronto

# Dining Room Suite in Black Walnut

## No. 1045



No. 1045—Extension Table size 60" x 45"
(See Diner opposite page)

This is a suite that in appearance and quality cannot fail to draw the admiration of your customers and prove itself a good seller.

Black Walnut is used throughout its construction. No gumwood is used for back posts or ends as is often found in furniture of this description. Your customers are always delighted with such an offering as this.

***A note from you will bring you full particulars and prices.***



No. 1045 China Cabinet
(With or without mirror)

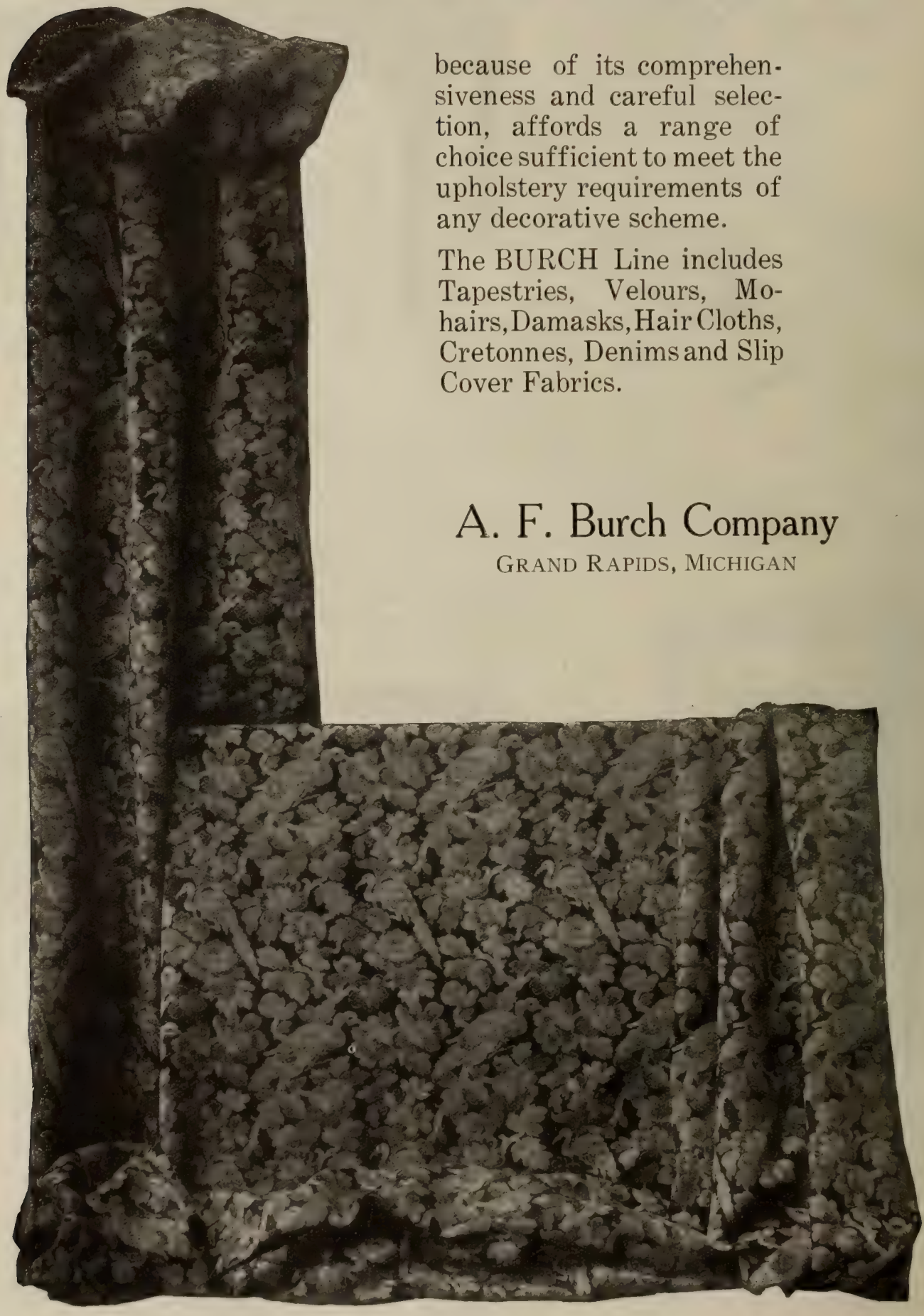


No. 1054½—Buffet size 60"
(1045 Buffet is supplied if preferred with glass back. Mirror 54" x 8")

# The Krug Bros. Company, Limited

CHESLEY - - ONTARIO

# THE BURCH LINE



because of its comprehensiveness and careful selection, affords a range of choice sufficient to meet the upholstery requirements of any decorative scheme.

The BURCH Line includes Tapestries, Velours, Mohairs, Damasks, Hair Cloths, Cretonnes, Denims and Slip Cover Fabrics.

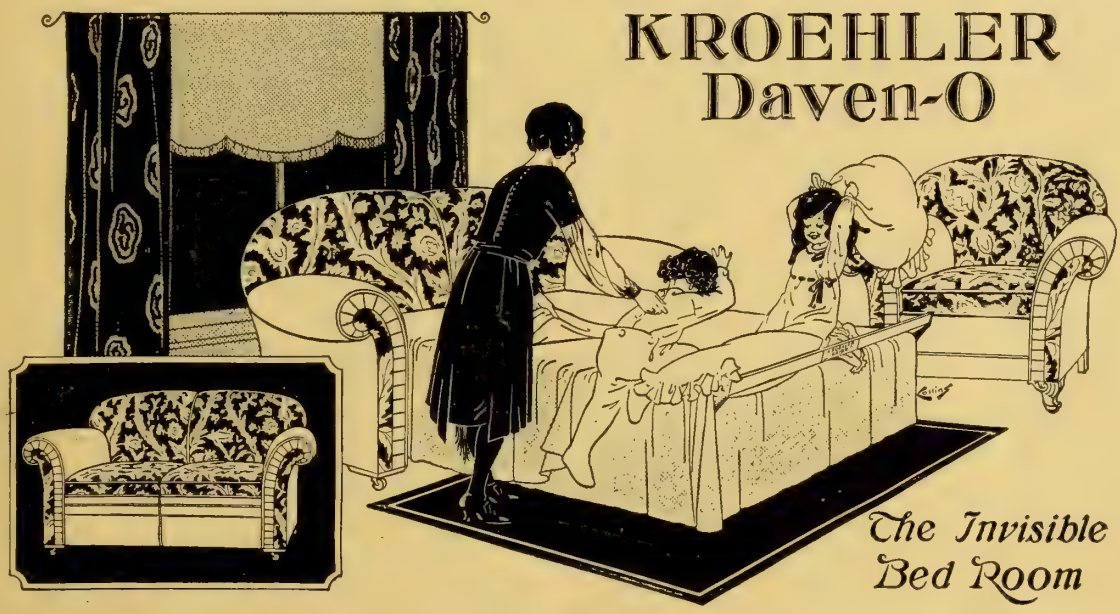
## A. F. Burch Company

GRAND RAPIDS, MICHIGAN

STRATFORD FURNITURE

*Why not*

# REAP THE FRUITS




**of our extensive consumer advertising campaign? Messages are being carried to the people the country over, through the Saturday Evening Post, Delineator, American Magazine, Ladies Home Journal, House and Garden, House Beautiful, MacLean's Magazine and the Toronto "Saturday Night" telling them of the merits and advantages of the Bed-davenport.**

***Unique in design with exclusive coverings, our extensive range has a Daven-O that will meet the means and requirements of all***

## The Kroehler Mfg. Co. Limited

**(Operating Kindel Bed Co. Limited)**

**STRATFORD - - ONTARIO**

STRATFORD FURNITURE



5188 Side Table

# Character

*American black walnut satin finish. Tops, fronts and ends five ply figured walnut, other parts solid walnut. Drawer bottoms three ply mahogany, backs three ply. Dust proof construction. Trimmings oxydized silver. Chairs fitted with glides, other pieces with nickel-plated casters.*

THIS McLagan Suite satisfies the most fastidious taste. Its delicacy of outline, true to the period from which it is adapted; its serviceability and its



5187 Table



5189A Arm Diner



5182 Buffet

**The McLagan Fur**

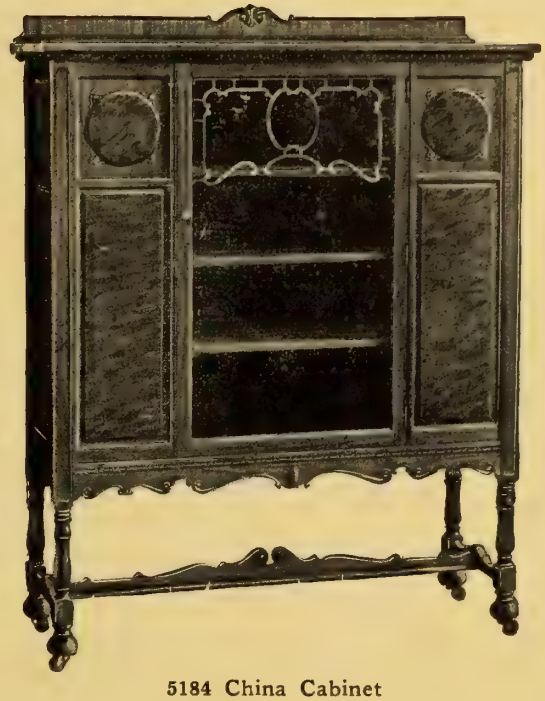
**Stratford**

STRATFORD FURNITURE

# Furniture

superb workmanship make it a delight to its owners and the envy of their friends.

McLagan best expresses the highest ideals of Canadian furniture manufacture. A familiar sight in the best Canadian homes, it finds an almost universal appeal that marks it as a most profitable proposition for the progressive merchant.



5184 China Cabinet





5189 Diner

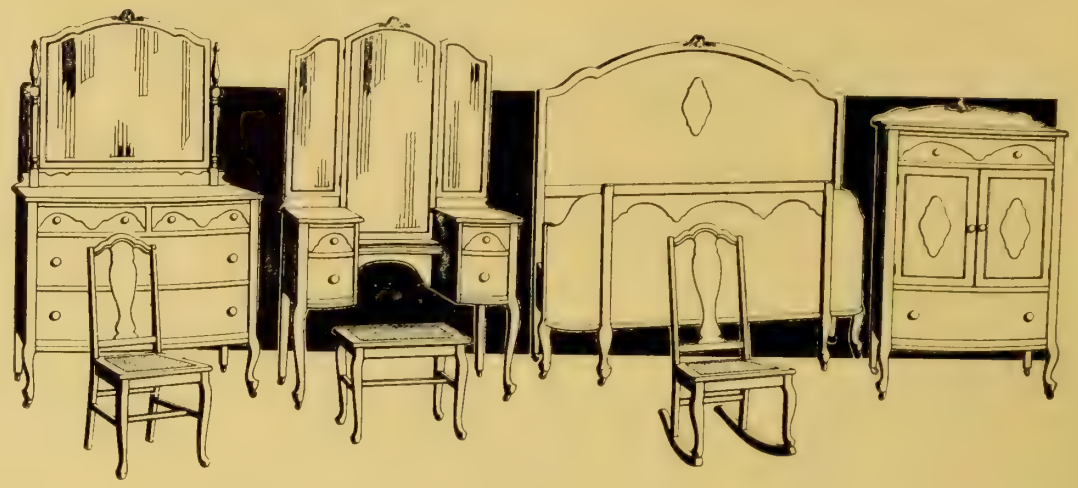


5180 Buffet 7647 Mirror

niture Co., Limited

Ontario

# STRATFORD FURNITURE



MEMBER HOME FURNISHINGS BUREAU, INC. 1921
BETTER FURNISHED HOMES MEAN GREATER HAPPINESS
TRADE MARK REGISTERED

***Prices Gladly Quoted***

Very few merchants can afford to cater to the ultra-rich only. Most merchants find their trade composed mainly of people of moderate means—who after all are the most profitable class to serve. That is why we say no merchant should overlook Stratford Chair Furniture. It appeals to the people of moderate means looking for quality, value and good taste in design.

## The Stratford Chair Company

**Stratford - Ontario**

# REED FURNITURE

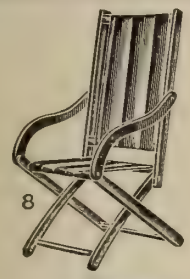


TWO thoughts immediately come to one's mind when they view Reed Furniture—namely Beauty and Comfort.

Our line is noted for the above features and their neat attractive designs make them fit into the furnishings of the most luxurious or the more ordinary furnished homes.

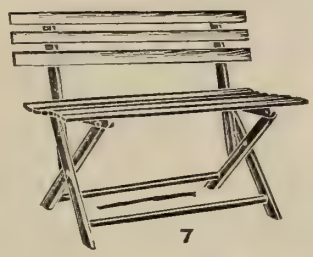
## THE IMPERIAL RATTAN COMPANY, LIMITED

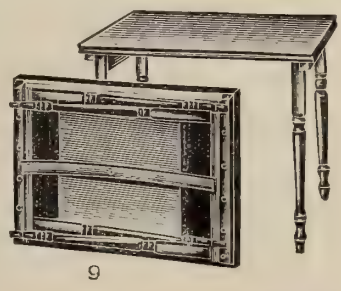
STRATFORD - ONTARIO
















NON TIP




NON TIP

## Folding Lawn and Camp Furniture

We manufacture the most complete line in Canada.

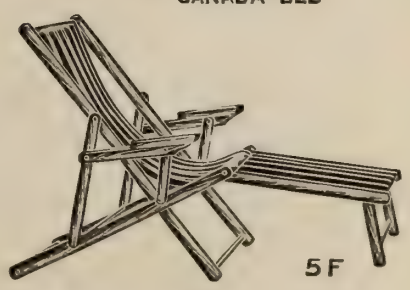
A display of Camp, Lawn and Verandah Furniture will bring profitable business to you this season. Make your selection and order early.

If you have not received our new Catalogue No. 49 with complete line, a postcard will insure it being forwarded by first mail.

OUR GOODS ARE GUARANTEED TO GIVE SATISFACTION



CANADA BED




***OTTERVILLE MANUFACTURING COMPANY, LIMITED***

***OTTERVILLE — ONTARIO***



JACQUES Bedroom Furniture shows a real effort on the part of the manufacturer to meet the requirements of the merchant and his trade.

Style, quality and price have been so combined as to give the consumer the greatest value for the money—which we believe is, and always will be, the shrewdest means of developing business.

Would you like us to send you full particulars?

## *No. 94 Dresser*

Featuring the latest idea in base moulding. Made in Walnut only. The top is 44 x 21 and the Mirror 32 x 24. The trimmings are Walnut knobs with a silver centre.

**JACQUES FURNITURE COMPANY, LIMITED**

KITCHENER : ONTARIO

# *Appreciation*

We desire to express our appreciation for the visit of so many furniture men to our July Exhibition and for the resulting business.

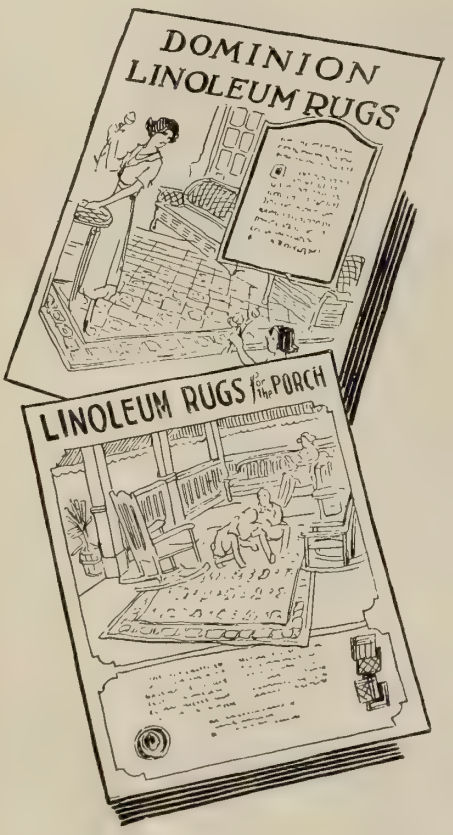
The favourable comment of these visitors both on our Listowel line and on our decorative pieces has been most gratifying.

**THE ANDREW MALCOLM FURNITURE CO.**
**LIMITED**

**KINCARDINE** **LISTOWEL**



# You can put Linoleum Rugs in every home right now!




Every dealer should be wide-awake to the tremendous selling opportunities for Linoleum Rugs right now!

Every home is a prospect for Linoleum Rugs in the summer time. Their cool, clean, refreshing appearance makes a big appeal to Housewives in the warm weather.

For summer cottages, verandahs and porches Linoleum Rugs are ideal. It is for you, Mr. Dealer to drive this truth home and reap your harvest.

Do not let your stocks run low. Many beautiful new patterns are now available—freshen up your stocks with them.

Play up Linoleum Rugs in your window displays. Show them up to advantage in your Linoleum Department. Send to us for some of our attractive showcards and window trims.

Our extensive advertising, telling of the advantages of Linoleum, is an immense help to you locally. Why not link up with this advertising by inserting some ads in your daily papers? We will send you electros free of charge for illustrating them.

**Dominion Oilcloth & Linoleum Co., Limited**

**Montreal** **Canada**

DOMINION OILCLOTH & LINOLEUM CO. LIMITED · MONTREAL · MADE IN CANADA

## The Washing Machine "De Luxe" At a Popular Price

"COLONIAL MAID" WASHES BETTER

**Blue Bird**

ELECTRIC CLOTHES WASHER

## The Washing Machine with the Largest Dealer Profit

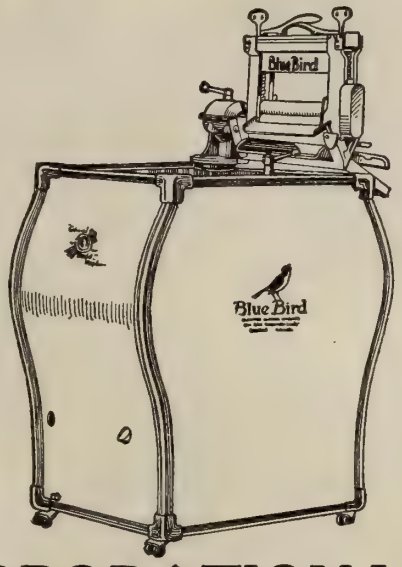
***Fully Guaranteed—Minimum Service***

Perfect construction and beautiful appearance.

"Bluebird" dominates the washing machine field, by reason of its proved efficiency.

Bluebird dealers with the exclusive territory privileges we give, dominate their particular market.

Manufactured from start to finish at Brantford, Ont. by,




The ideal machine for the furniture dealer.

An artistic piece of kitchen or laundry furniture.

Not a single part of the machinery is visible.

Ask us if your territory is still open, and we will send you full details of our sales plans, advertising co-operation, resale work and time-payment financing—Write now.

# BLUEBIRD CORPORATION LIMITED BRANTFORD Ontario

# READERS:--

There are invalids and persons ill in your community; be kind; make their lives more comfortable and more restful, by selling them a

## Lambs Wool Mattress and Royal Box Springs

This combination is absolutely the last word in ease and comfort. The mattress is of new unadulterated Lambs Wool, made immaculately clean and sterile through our improved method of washing and cleansing.

**Kapok and Felt Mattresses, Down Comforters, Down and Feather Pillows, etc. also manufactured.**

Particulars and prices gladly quoted.

## The Canadian Feather & Mattress Company

**TORONTO and OTTAWA**



# Quality Furniture

The Upholstered Furniture which we manufacture is practically unlimited. The designs being graceful, comfortable and beautiful, back up your most convincing sales talk of high grade construction and they will give your customer years of service and satisfaction.



**W. J. ARMSTRONG LIMITED, Guelph, Ont.**

# Furniture Par Excellence



Peppler Period Productions are designed and constructed to meet the approval of the most critical buyer and be an everlasting source of satisfaction and comfort to its users.

*Bedroom and Dining-room Suites in Mahogany, Oak and Walnut.*

## Peppler Bros., Limited

**Hanover - - Ontario**

KF

Highest quality materials combined with excellence of design and craftsmanship make Krug Furniture Popular and Exclusive.

LIVING ROOM,
LIBRARY,
HALL FURNITURE,
OFFICE CHAIRS, etc.

# The H. Krug Furniture Co. Limited

KITCHENER, CANADA

DO YOU WANT SATISFIED CUSTOMERS?

**Then sell them a**

# Gold Medal *Felt* Mattress

**When they buy their**

# *Hercules Bed Spring*

Positively a **RELIABLE** Combination

The **HERCULES BED SPRING** has been acknowledged by all for over 30 years to be the best selling bed spring in Canada.

**TODAY the PURITY and QUALITY of the**

## Gold Medal Felt Mattress

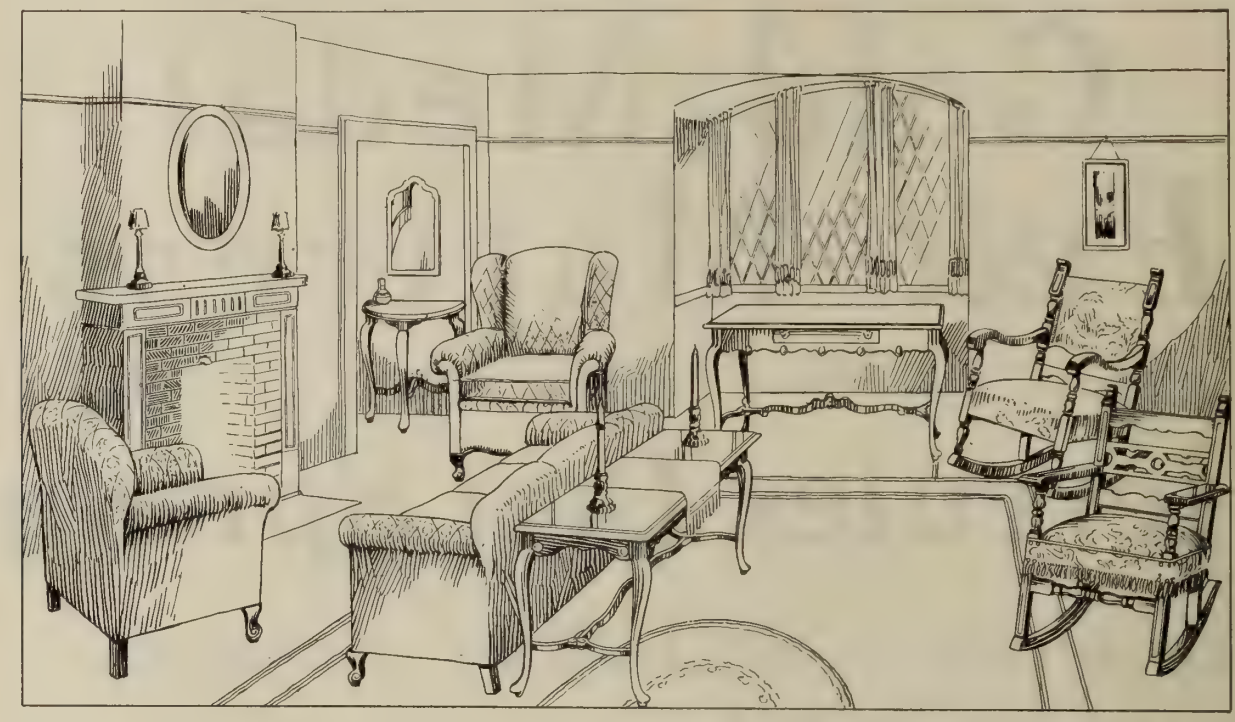
has made it too a household word. Ask your customers to look inside ***the patent inspection pocket*** and see for themselves the beautiful, pure, white layer felt.

**THE GOLD MEDAL FURNITURE MANUFACTURING CO., LTD., TORONTO**
**THE GOLD MEDAL BEDDING CO., LTD., ST. URBAIN ST., MONTREAL**

**Write for information re our summer specials to stimulate bedding sales**

GUARANTEED GOLD MEDAL PRODUCTS

# Furniture Your Customers Want



HERE is a living room suite, combining the beautiful Queen Anne and Italian Renaissance period designs—that your customers will admire, and buy.

Look at the illustration again. Notice the "completeness without profusion" atmosphere that prevails. Only the greatest good taste can accomplish such an effect.

The beautiful Queen Anne tables with their artistically shaped legs have Walnut tops and solid Walnut bases. The two Italian Renaissance Rockers at the right are made of solid Walnut with webbed spring seats covered with high grade tapestry. The comfortable Chesterfields and Chairs have spring filled cushions. The upholstery is the highest grade and the covering either tapestry, velour or mohair.

**FREE!** With your initial order comes an electrotype exactly as the above to help make your newspaper advertising productive of more sales. For further particulars address

**THE SCHIERHOLTZ MANUFACTURING CO.**
LIMITED

NEW HAMBURG -:- ONTARIO

# INDIVIDUALITY

Woeller, Bolduc furniture contains those items that are absolutely essential in the manufacture of really good upholstered furniture—namely: design, material and workmanship.

With our productions on display you have a range of upholstered goods that is sure to attract and satisfy and at a price that will appeal to the majority.

May we send you particulars

## Woeller, Bolduc & Company

Waterloo - Ontario

# HESPELER

The **Hespeler** method of earning business is to keep the trade supplied with new ideas in quality furniture: to maintain the highest standard of workmanship: and to give the greatest value for every dollar the merchant is asked to pay.

Let us show you how successfully this method has been carried out in our latest offerings.

**The Hespeler Furniture Company Ltd.**
**Hespeler, Ontario**

# FURNITURE

FURNITURE WORLD

Hugh C. MacLean Publications Limited
Toronto Montreal Winnipeg Vancouver

Andrew D. MacLean, Editor

VOLUME XII JULY, 1922 Number, 7

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Subscription price is two dollars per year. Advertising rates furnished upon request.

BUSINESS WEATHERVANE

"Business is going to be better in the Fall, and prices are going to be higher." This is the concensus of opinion among those in a position to know. "It is expected that the sales of furniture will exceed those of last Summer and Fall by at least 50%." ***

Industrial Digest, N.Y. June 10, 1922


# *LIVABLE FURNITURE*

*We Canadians, while admiring the artistic lines of the old master craftsmen and designers, and living in an age demanding Comfort and Livableness in things we constantly have around us, insist on stvles in Furniture that commend themselves to our good taste, and, at the same time provide that one essential to contentment "Livableness".*

*"Livableness" demands essentially good construction—"Inside Stuff"—beneath the artisic outlines. One doesn't want his contentment spoiled by a sudden collapse of the chair he is sitting in, or have his temper continually ruffled by drawers becoming stuck when he is getting his collar or tie out of the chiffrobe or dresser. One wants everything looking fine, and working as smoothly as a Rolls-Royce.*

*These features can be had in the lines we make, and now at medium prices too, as shown in our new designs. These pieces are built with an eye to "Livableness" and pride of possession on the part of the home builder.*

*If you haven't seen our new lines, may we not have the pleasure of showing them to you through one of our representatives. We are anxious to serve.*

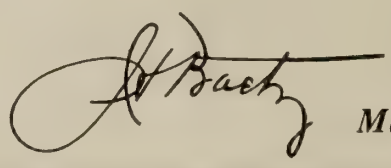
*Three shops—each specializing in their own line—are at your service—*

***Anthes Baetz Furniture Company, Limited***
*Dining Room and Chamber Furniture*

***Baetz Brothers Furniture Company, Limited***
*Furniture for the Living Room*

***Baetz Bros. Specialty Company, Limited***
*Portable Electric Lamps and Shades*

*Each of these Shops specializes in its own line, but each has the same ideals—"Qualitv" and "Character".*



*Managing Director.*


STYLES

Fair Customer—"I'd like to try on that one over there."
Saleslady—"I'm sorry Madam, but that's a "Baetz" Lamp Shade"

# THE EDITORIAL VIEWPOINT

THERE are too many jelly-fish per capita in this Dominion. Too many spineless individuals are to be found in the high places mouthing their greivances and appealing to class or business associations to help them make better profits. Neither Business Men's Luncheons nor Legislation builds a business or makes a nation. Give an energetic man with vision a product of commercial value and he will be a success and a credit to his country. You cannot sell the public a product that is not worth buying nor will tariffs and hand shaking overcome antipathy to goods of poor commercial value.

We buy goods made in Canada because they should be more suited in design and execution to our conditions than goods made elsewhere. We buy Canadian products because we expect them to be better value—due to transportation advantages—than outside merchandise.

A Canadian product has sometimes no honor in its own country. Our people are more willing to knock than boost and needs must be sold on the real worth of the goods made by their own brothers and sisters.

Foreign manufacturers realize only too well our national weakness and through their intensive selling methods, advertising and otherwise have convinced our people that there is nothing of much worth made in Canada.

Our jelly-fish are those who travel to Ottawa to complain about foreign competition. Our real Canadians are those who stick to their office, factory or bench producing goods of real merit—and then selling them as worthy products in a comprehensive and modern manner.

The furniture retailer has important volume in the silent undercurrent of National pride that is below the easy-going surface of every Canadian. He comes daily into contact with the foundation of our civilization which is the home building classes of the multitude. He is one of the few personal links between the public and the producer and is one of the most influential.

The foundation of enduring business is not built with the feet of clay of first sales. Lasting success can only be built upon repeat purchases and good honest service. Good honest service is impossible without quality merchandise for the harm one disgruntled, talkative customer can do travels in a vast insurmountable circle that may eventually prevent your expansion.

The only way to prevent dissatisfaction is to stock goods of undoubted value. Let every piece of furniture, every rug in your store be a direct personal word of your **own** integrity and honesty.

The customers' belief that they will receive merchandise of good quality at a fair price is one of the most priceless assets any business can have.

Any store can attract a crowd by cutting prices—a large crowd by giving things away but that is playing to the gallery on a one night stand. The furniture dealer who has been in business for a period of years is in an enviable position.

His recommendations and advice control hundreds of millions of dollars annually and he should be in a position to regulate this vast sum into channels of a deserving character. He should sell goods of merit-value that will bring him his legitimate profit and a wealth of goodwill in the form of satisfied customers.

FURNITURE—like everything else in these days when everyone's dollar is coveted by everybody—has to be **sold** not just left around where it can be bought. Automobile salesmen, wild cat stock pirates, every fool that has something good, bad or indifferent to sell, does his darndest to sell it. True enough if a house is bought furniture has to be purchased, but the home furnisher of to-day—if he is to stay in business and get his just share of Mr. Public's money—cannot be satisfied with the customers that come to him because they could not avoid it. Sitting and lying on the floor is not usual, but people could perhaps do so if chairs and beds were not to be obtained.

People must buy bread to live, but furniture has to be **sold** and always has been sold in a greater or less degree.

Allowing that every young married couple that build a home have got to get furniture we still have a potential market in the already furnished home. Additions are made to the old house, sun-room furniture is needed, a store room is turned into a room for a growing member of the family, a more comfortable chair for father and the family tastes have changed with their ability to pay for something better. In the smaller centres the dealer is in the enviable position of knowing at least by sight and gossip a large number of his possible customers. He is in a position to know their needs and can keep in touch with them by letter, offering sets or pieces that he believes them to require shortly. If your goods are not worth selling actively, intensively and with hard work you had better try and sell your business to someone who will appreciate the tremendous possibilities of a properly conducted house furnishings business.

# The Small Retailer is in a Better Position Than Big Mail Order Houses

***Service Keynote of Mail Order Business Which Could Well be Studied by Furniture Retailers***

The retail merchant, particularly in the smaller towns often envies his brother merchant of the cities and thinks that if he were only located in a place where there were crowds of people he could easily work up dozens of bright novel plans whereby these hundreds of prospective buyers would be drawn to his store.

In many respects however the small town merchant is in a better position to serve the people of his community than is the city dealer. He is more closely in touch with his trade; knows more of their likes and dislikes; their peculiarities and their buying power than would be the case with any city merchant.

Thus he is closer to his trade. It is a case of service; service that is not only considered from the viewpoint of the merchant himself but also from the angle of the customer. This applies particularly in the selling of house furnishings. A retailer is, or should be competent and willing to advise customers on harmonious color schemes for draperies and floor-coverings.

While many people are able to plan and execute their own decorative schemes yet far more people have but vague ideas of what they really need and would be more than pleased to enlist the aid of the merchant in the furnishing of a room so that it would evidence good taste and color harmony.

This is a service that is all the more profitable because it is unusual, and by its nature would create and maintain business relations of a satisfactory nature.

Every merchant considers services as a part of his business equipment and according to the way he serves his trade so does he profit, but never forget there are two kinds of service—two kinds or none at all. These are, what the store considers as service, and what the customer considers as service.

The store counts complete stocks, deliveries, charge accounts and so forth as service. The customer however accepts all these things as a matter of course. It is getting something that he is not looking for and does not expect that makes the strong impression. When a merchant apparently goes out of his way to do him a favor—that's what the customer considers as service.

The first store to deliver goods to a purchaser's home rendered a service that the customer was quick to acknowledge. Now that every store gives free delivery of purchases, and so it is the expected thing, few customers pay the slightest attention to it—except when delivery is late.

It's a whole lot easier for the small store in the small town or the so-called neighborhood store in the city to put a personal touch with each transaction. The small store is thrown into a far more intimate relation with the people who frequent it, than the department store ever can enjoy.

Like every other class of business during the past year or so, the mail order houses have had to stand heavy losses, but such concerns are now preparing to go after business on a greater scale than ever before, and this calls for extra effort on the part of the merchant to combat the growing competition.

Discussing the same subject in a recent issue, "Maritime Merchant" has to say that the year 1921 was not a good one for mail order houses. We have not seen reports of results by Canadian concerns of this kind, but we note that a Chicago mail order house was compelled recently to omit the regular quarterly dividend on preferred stock. As a matter of fact, competing conditions were not good for concerns of this kind in 1921, and have not yet, perhaps, improved very much, though these houses will soon be in a position where they can quote prices to which they can adhere profitably. The experience of the past year or two, however, is merely an incident to the mail order houses, and while the conditions have favored the regular retailer as against them, they will not almays so continue. Another thing we may make up our mind to is that the mail order houses will not lie down on the job. If there is anything in the world that whips a mail order firm into more strenuous efforts than ever, it is the fact that things have not been going well with them lately. A glance at the annual statement is all that is needed to make the management tone up the whole organization from the least unto the greatest in it. And what does this signify to the retail dealers all through the country? Simply that they will have to brace themselves for the shock. Better times are coming without a doubt, but not easier times in which to get business, because the most alert competitors the country merchants have will be more alert than ever. This calls for extra endeavor to combat the competition.

## *Kitchener Man Killed in Motor Accident*

Mr. Max Fischmann, manager of the Fischmann Spring Company, Queen Street South, died on July 9th, at the Kitchener-Waterloo Hospital from concussion of the brain. His 14 year-old son, Samuel, is suffering from a fractured skull, and a Conestogo man, named Lederman had his nose broken as the result of a motor accident at the junction of the Waterloo-Bridgeport Road this afternoon. In order to avoid a car driving toward Kitchener, Mr. Fischmann lost control of his car and crushed into a telephone pole. Mr. Fischmann and the other occupants of the car were unconscious when assistance arrived and were quickly removed to the hospital. It is likely that Mr. Fischmann's son will recover, following the operation performed at the hospital.



JOHN ROSS SHAW
The first furniture manufacturer to be president of the Canadian Manufacturers' Association.

# Canadian Manufacturers Honour Furniture Industry

The Canada Furniture Manufacturers Limited which was established in 1843 claims John R. Shaw as their Vice-President and General Manager. His other business interests include Vice-President and Managing Director, Canadian Austin Machinery Co., Ltd. Woodstock, Ont., Director, Canada Spool and Bobbin Co., Walkerton, Ont.; Director, Macey & Abell Co., Ltd., Victoria, B.C.; Vice-President Linderman's Steel and Machine Co., Muskegon, Mich.; Vice-President, Austin Machinery Corporation, Chicago and New York, Director, Toledo Bridge & Crane Co., Toledo, Ohio.

Mr. Shaw is also connected with numerous charitable organizations such as:- President, Children's Aid Societies, Oxford County and City Woodstock; Member Board Hospital Trust, Woodstock General Hospital.

Born in Kincardine, Ontario in 1862 Mr. Shaw inherited a taste for law from his father Alexander Shaw, K.C.

Educated at Walkerton Public and High Schools, he moved to Toronto where he continued his studies at the University of Toronto and finally graduated from Osgoode Hall.

Before entering the furniture business he practised law in both Walkerton and Toronto.

Fishing, shooting and golf are his favorite sports and in politics he is known as a Liberal Conservative. He lives at Woodstock and his recent appointment has been a most popular one both in his home town and throughout the Dominion.

# *Will Radio Craze Affect Phonograph Sales?*

***Drop in Phonograph Sales Has Alarmed Many—Will This New Competition Assume Formidable Proportions?—What Past Experience Has Demonstrated***

In the phonograph field both the manufacturer and retailer are wondering just what affect the widespread interest which is being evinced in wireless receiving sets will have on their particular business. Is this to be considered a competitive line? Will the strong consumer demand for wireless sets result in a decreased sale of phonographs? The question is an interesting one, especially so as there is something to be said on both sides.

There is little doubt that in the first enthusiastic rush for wireless receiving apparatus, the phonograph industry will suffer. The attention of many people will be centered on wireless rather than on phonographs, with the result that record sales and exchange sales will show a decline. Further it is only to be expected that some who were on the verge of investing in a phonograph, will defer the purchase of that instrument in favor of a wireless set. This is only natural, for people are being carried away by their enthusiasm for this new and wonderful instrument, but this is only an initial and passing phase.

### Advantages with Phonograph

The real test will come when the first enthusiastic rush for that which is undoubtedly novel and interesting is over, and the public have had a chance to allow their reason and judgment to come into play. At first thought it is nice to be able to "tune in" on the air and catch distant concerts and music of various kinds. The first time I "listened in" I experienced a distinct thrill. The idea of picking up music out of the air was almost unbelievable. After the first few evenings, however, the drawbacks and annoyances of this form of home entertainment gradually became apparent. First and foremost it is out of the question to select and choose; one has to be content to take what comes over or switch off. Again, the receiving apparatus may not be working properly or there may be a lot of "interference" in the air, with the result that the music is weak and indistinct. Another drawback, and a real one, is that we cannot "tune in" at any minute of the day or night and pick up something good.

For these reasons alone it is not unreasonable to suppose that the phonograph will be able to continue to hold its own. One can start this instrument at any time one wishes. There is an almost unlimited range of records, covering music in all its forms, from which to select, and favored selections may be repeated time and time again. There is another phase, however, which will tend to maintain the popularity of the phonograph in the face of any kind of competition, and that is the permanency of the records and of the master records from which the composition records are reproduced. Caruso can never be heard over the wireless, but with the phonograph one can hear him at leisure. The same holds true of other departed stars. In this particular direction the phonograph is supreme.

### Taking Counsel from the Past

Some years ago, and not so many at that, when the demand for phonographs was increasing by leaps and bounds, the makers of pianos began to feel alarmed, but, upon second thoughts and a closer analysis of the situation, they realized that anything which tended to educate the public to music or that tended to increase the popularity of music, could not help but result in an increased demand for pianos. Time has proved the correctness of this conclusion for in spite of the fact that phonographs have been sold by the hundreds of thousands, the production of pianos has been increased and a ready market found for all that have been made. The same will undoubtedly hold true of wireless. If it tends to arouse a greater interest in music, it will, probably, result in an increased sale for both phonographs and pianos.

This is the attitude taken by Ralph Freeman of the Victor Talking Machine Co., who said recently,—"The radio broadcasting of music is a useful and a very wonderful thing and it is working for us all the time—by creating a love for music. There is a mistaken idea that the radiophone is a competitor of musical instruments. It is not so. Rather does it go hand in hand with our business. There are wonderful possibilities in the radiophone field but it will not break into that of musical instruments."

---

When a regular patron of your store begins to appear less and less frequently as a customer, it is time for you to go after the patron's interest with direct mail advertising.

### *Face to Face with Prosperity*

Winnipeg, July 20.—Grain companies, mills, railroads and the Lake Shippers' Association are just now feverishly preparing to handle what is expected to be the largest grain yield in the history of the Canadian Northwest. Rolling stock is being borrowed from eastern divisions and the banks are accumulating surpluses of cash at small branches from the lakes to the mountains in preparation for the big movement.

Official statistics from the grain exchange show the wheat acreage of the three provinces to be 21,146,000. In 1915 the acreage was 13,867,715. The average yield per acre then was 25.97 producing a yield of 360,187,000 bushels. The most optimistic, however, does not anticipate a yield so high this year. For ten years, however, the average has been 17 bushels. Upon this basis the yield this year would be 359,822,000 and this is the minimum that well informed sources expect will be produced.

The quotation on October wheat, say July 10, 1915, $1.03⅜. July 10 this year October wheat quotation was $1.16¼. On the basis of this quotation this year's crop ought to yield at Ft. William, $417,393,520 or in cash, $47,250,000 more than the famous 1915 crop. The amount that would reach the farmers' hands would be, in cash, $327,438,000 because it costs 18 cents freight and six cents elevator charges per bushel to handle to head of the lakes. Approximately this amount of cash will be released through ordinary business channels in the west this fall.

Of course this is a debt-paying crop, but if conditions today continue it means that the books will be cleaned and all paper liquidated.



## *Displays to Interest the Bride*

The formal dinner table, correctly arranged with linen, china and silverware for every occasion, was a feature exhibit of a well-known firm recently. Flowered cretonne drapes and valances were used to striking decorative effect throughout. The tables were correctly set for every possible occasion and afforded the young wife examples of proper arrangement.



# Need More Science Less Waste

## Think Along New Lines

Prepare for changes in the established order of doing business was the keynote of an interview given exclusively to Hugh C. MacLean Publications by J. D. Forsyth, president of John Forsyth, Ltd., Kitchener and Waterloo, Ont. Mr. Forsyth spoke of the new order of business, and declared that under old methods the big essential was success, regardless of how it was achieved; but present day ideals demanded that business be successful because it was honest, scientific and sound.

"In the old order," said Mr. Forsyth, "success was all that was sought. If a man made money no one asked any questions. He was a success. In the new order he must, of course, be successful. But his business must be scientific and not wasteful, either in men or material. And lastly it must be sound in order to run the gauntlet of public opinion and economic test. It must be beneficial to everyone; to those who conduct it, to those who work in it, to the community in which it is located, and the country at large. We have today a great array of educational institutions teaching young men business, to which young men are coming from all parts of the country. This is a sign of the times, and business men must heed this sign if they would survive."

Forget yesterday—consider to-morrow. One of the causes of the present depression is that we are all longingly considering those halcyon days when we had more orders than we knew how to fill, and price was the last thing considered. This is another thing we must forget. Yesterday is dead; tomorrow holds a great opportunity if we are ready to grasp it.

The average business man does not seem to realize that one of the most important ideas he must grasp is that he must forget the old principles of trying to beat previous records, and that he must not compare 1921 sales with 1920 or 1920 with 1919. These three years have no relation to one another as far as dollars and cents volume are concerned.

### It's the Average That Counts

Can you imagine an engineer becoming discouraged because he was not making 60 miles an hour on a 4% grade. This is the trouble with the average business man today; that he thinks and talks blue ruin because he is not doing the same volume in dollars and cents and making the same profit in dollars and cents as he made in 1919. If he would only picture in his mind what would happen if everybody did the same volume of business and made the same profits every year as they made in 1919, and add thereto the depreciated value of various commodities, and that it would only be a short time before the average mechanic would be on the retired list, then he would get pessimistic viewpoint out of his system once and for all.

We have periods of progressive business and periods of retrogression. The latter should in no way affect the spirit of the individual, because he should realize that the same effort put forth in a period of retrogression will eventually bring him into another period of progression.

The manufacturer today has the same plant equipment as he had in the prosperous period. The wholesaler and the retailer has the same business location, the same store equipment and possibly as great an amount of merchandise in units, with no more liabilities, than he had in the prosperous period. The individual, excepting in the laboring class, has just as much to eat and wear; has the same shelter; has the same amount of sleep today as he had in 1919, so all this mental anguish that we are going through is all due to our conceptions of dollars and cents value.

If a man has a death in his family he naturally for some time is depressed, but one death is no indication that he is going to die or that the balance of the family is going to die. If a man is sick he takes care of himself and thinks about getting better. If he thinks about getting worse and dying, the least he can expect is that he is going to slow up his progress.

If we would all get down to business and get our minds in proper shape, all these questions of depression, smaller volume of business and world-wide conditions, would have very little effect upon us whatsoever.

As a man thinketh in his heart, so is he. If he thinks optimistically he will make progress. If he thinks pessimistically he will either be at a standstill or going down the grade.

---

## Four Furnished Home Weeks This Fall

The general annual meeting of the Home Furnishings Bureau was held in the offices of the Furniture Manufacturers' Association, Toronto, on Wednesday June 14, with W. J. Anderson presiding, and eleven firms represented. The financial statement was read. This proved satisfactory and agreeable to all. The President reviewed the work of the Bureau for the year. In doing so, Mr. Anderson told of the Windsor Furniture Show in April, of his visit there, and of the results accruing therefrom. Most of the manufacturers he had spoken to and who had goods shown at Windsor, had received nice orders as a result of that show.

Secretary Blogg presented his budget for the balance of the year. This provided for four "Better Furnished Homes Weeks" this fall. The budget was adopted. The money required to conduct this work will be raised by small levy on members of the Bureau.

In speaking of the Windsor Furniture Week Mr. D. M. Wright said he had paid a visit to that city; had called on all the dealers, and had found them enthusiastic about the idea and ready to put on another such week. He expressed the belief that if the Better Furnished Homes Movement was spread throughout the smaller cities and large towns within the next year or two Canadian furniture sales would be greatly increased.

Following the business session a meeting was held of the newly appointed directors to elect the officers for the year. The result of this election was:— J. H. Baetz, President; D. E. Macintyre, Vice-president; G. W. Gibbard, Secretary-treasurer. The other directors are J. S. Knechtel, F. E. Coombe, H. M. Snyder and W. J. Anderson.

## This Fall 50% Ahead of Last?

**It is expected that due to better business and stronger prices the sale of furniture and allied lines this Fall will exceed the total of sales of last Summer and Autumn by fifty per cent.**

# Annual Furniture Field Day Proves Popular With Ontario Dealers

***Fine Fellows, Fine Weather Unite for One Thousand Minutes of Sunshine in Giving Three Hundred Pleasant Afternoon at Oakville Fair-grounds***

The annual picnic of the Toronto and Hamilton furniture dealers and travellers was held at Oakville on June 21st and was an extraordinary success.

The Baseball game for the B. C. Burroughes cup, valued at $100.00, was keen and the several hundred spectators thoroughly enjoyed shouting themselves hoarse. George Wilkinson was umpire and can be distinguished by the megaphone, tam-o-shanter and eye shade in the centre of the group photograph shown herewith.

Following the ball games the crowd sat down to an enjoyable supper following which a few speeches were delivered. Mr. William Krug, of Chesley, spoke of the smiles of mutual co-operation that he saw exchanged among the dealers present. He regretted that other branches of the industry could not bring themselves into a similar state of mind.

Mr. Frank Coombe, of Kincardine, complimented the crowd on their appreciation of some of the excellent Chauncey Depew stories that he told. Mr. Joe Dale, as chairman, drew the attention of those assembled to the significant remarks of some of the speakers relating to the advantages that might be brought about by better understanding between various branches of the furniture trade and stated that he was glad to notice the increasing number of manufacturers that were each year more evident at these picnics. Eddie Bagshaw spoke on behalf of the travellers.



Bert Menzie and C. B. Tadman

After supper everybody took part in the races with the following results:

Hundred Yards Open: Alf. Winslow, S. Cawkell and G. C. Bonstead.

Fat Men's Race: William Wilson, Shapiro and O'Brien.

Three Legged Race: Honstead & Smith, Harvie & Hughes.

Old Boy's Race: O'Keefe, Collinson and Ball.

Wheelbarrow Race: Smith & Harvie, Cumberland & Hughes.

Travellers' Race: Newton, Pearson and McLean.

Boot Race: Deacon, Mack and Speyer.

Drivers' & Helpers' Race: Anderson, Walters and Mack.

Quarter Mile Race: Cawkell, Deacon and Billing.

Putting Shot. C. Speyers—33′ 2″, G. Hughes—29′ 5″ and Bill Pearson 29′ 1″.

Standing Broad Jump: Sutton, Smith and Winslow.

Quarter Mile Relay Race: Travellers: Newton, Pearson, Mackie; dealers: Billings, Dale and Burroughes.

Following the major ball fixture, the Salesmen played the Travellers but owing to the uncertainty of Bill White as umpire it was doubtful whether any side could have won. His decisions were based on their amusement value rather than on the rules of the game.

Bert Menzie and C. B. Tadman were very much in evidence "collecting with a smile"

## Toronto Defeats Hamilton 7—3 After Grim Battle

| Hamilton Team | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
|---|---|---|---|---|---|---|---|---|---|
| Harvey | x | | | x | | 1 | | | |
| Thompson, H. A. | x | x | | | | x | | | |
| Henderson | | | x | | x | x | | | |
| Stearns | | | | | x | | x | | |
| Smith, Harold | | | | | | | | | |
| Smith, Ralph | x | | x | | x | | x | | |
| English | | x | x | | | x | x | | |
| Bowstead | | x | | x | | 1 | | | |
| Smith, H. | | | | x | | 1 | | | |
| | 0 | 0 | 0 | 0 | 0 | 3 | 0 | | |

| Toronto Team | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
|---|---|---|---|---|---|---|---|---|---|
| Speyer, A. | x | 1 | x | | | x | | | |
| Burroughes, Bert. | x | x | | x | | x | | | |
| Seccombe, J. | x | | | x | | x | | | |
| Billings | | x | | | | | | | |
| Speyer, C. | | | 1 | x | | x | | | |
| Waldow, H. | | 1 | x | | x | | | | |
| Yolles, Sam. | | 1 | 1 | | | | | | |
| Spry, Lew. | | 1 | x | | x | | | | |
| Dale, J. G. | | x | | | x | | | | |
| | 0 | 4 | 2 | 0 | 0 | 1 | | | |



***Intimate Glimpses of Well-Known Furniture Men at the Toronto-Hamilton Picnic***

(1) Alfred Roberts and J. T. Montgomery of the Meaford line. (2) Tom Chadwick and Wally Bateman travellers for Gendron. (3) Charles Keener and Lennard Tack discuss the merits of the rival teams. (4) Soda and ice cream was popular with McBeth of the Ives Bedding and the Reliable Furniture men. (5) J. T. Montgomery and Sam Rottenberg find the weather warm. (6) Part of the Grand Stand crowd. (7) Robert Johnson, Henderson and friend were not as active as some. (8) George Wilkinson whose ability as umpire was appreciated. (9) Will White, McMurray, O'Hagan and Billy Wilson watch the game at close quarters. (10) The Editor had a new car and had its picture taken. (11) Picking the Winner! McLean of Simmons, Jackes, Bateman, Joe Coonan, Levenson of Montreal and others. (12) Watching the Travellers' and Dealers' ball game. (13) Places were set for three hundred. (Photos exclusive to the "Furniture World.")

# *Retailers' Obligation to Serve Community*

Our theory and practice in merchandising and advertising are based on the principle that a merchant has a large and very definite responsibility to his community, said G. R. Schaeffer, Advertising Manager of the great Marshall Field & Co., store in Chicago. "We feel that the patronage of the public implies an obligation of service" he declared, continuing:

And by service we do not mean simply courteous salesmanship, prompt delivery and the like. We mean service in a much larger sense of the term—service in ascertaining and fulfilling the needs and desires of the public in the most satisfactory and economical manner, the searching out in all the best markets of merchandise best devised to meet the customer's requirements, merchandise which shall at once conform to the highest standards of design and which shall also represent the maximum of value which can possibly be offered at the price.

One of the principal aims of our advertising is to make the public understand this purpose and practice. This is why so much of our copy is devoted to editorial treatment of the quality idea, and is addressed quite as much to our own organization as to the public. And this is why, in our art work, typography, paper stock etc., we seek to make our advertising complement the quality idea.

Some of our sections felt for a time that they lost some business because they could not use comparative prices. Perhaps they did—but in the long run they did not.

We still permit the use of the old price and the reduced price on price tickets, because it is an absolutely honest statement of fact which the customer is entitled to know. While the immediate response to comparative price advertising may be greater, we feel certain that in the long run it is far more profitable to omit comparative prices.

# Advertisers Forgetting Essentials of Selling Warns Authority

### Too Many Advertisements are Just Announcements Carrying no Sales Ideas or Having no Sales Force

Speaking before the Thursday session of the Advertising Convention, E. E. McLeish, U. S. Advertising Corp., Cleveland, who was selected by the Retailer Advertisers to represent them on the interdepartmental program, spoke on how advertising could be made especially effective as a force in retailing. He said:

Advertising has run into a war of big space. It has lost in many instances, as it is practiced in many places, the element of all advertising—is selling force—until today in town after town, in store after store, the competition of that store is not with the other advertiser's goods, but with the other fellow's advertising, and he is fighting his advertising dollar against the other fellow's advertising dollar. That has come, I am afraid, from some of the spirit of exploitation, some of this panic, some of this hysteria, and some of this total throwing away of the knowledge of what real selling force meant that followed the Armistice.

#### Nearing the Turning Point

As I look at it, we are absolutely at a turning point—a turning point in business, a turning point in industry. During the war, Germany tried out a novel system in order to get all her people working toward one common end. Its political system took over the business system and the industrial system and merged them into one. The allies followed suit in a great measure. Here in America where we had built with different genius a different kind of country, and where we had prided ourselves upon our tremendous industrial and business achievement, we tried letting industry and business work it alone for awhile, and then we found that there was a new American way and that was a co-ordination of the business with the industrial, with the political interests. It was a very illuminating experience.

And the lesson of our experience during the time is coming home more and more forcibly to us as the months go on, that business and politics and industry must function not for profit nor revenue only, but for public service to the community which supports them and which they must serve if they occupy any vital constructive place in the building of our institutions.

If we get the idea that every store is a semi-public institution and every person working in that store or in that industry is in himself also a public servant, then we have mapped out a kind of work for the advertising man. The advertising man in the retail world has his task absolutely clearly defined.

He assumes from now on that his store, the place where he works, is first of all an institution that exists at the sufferance of the public because it gives the kind of service that the public wants, and that it succeeds in proportion as it puts the emphasis on public service, as it puts the emphasis upon a social purpose in the institution, letting the profits take care of themselves.

The advertising man who is best equipped for his job is that man who has heard the dream-fifes and dream drums of words, who has heard and recognized the rustling procession of letters, who knows how . . . words may pout, words may frown, and words may entreat. He knows the humor, the moods and personality of words, he knows the clangor of words, he knows the blare of words, he knows the tenderness of words. He knows the persuasion that moves a man and moves a women all out of their own consciousness in the direction of that thought that he wants them to have. He knows these words. These are the tools with which he works, the things that he must constantly study, but words and words alone never produce a social purpose, never produce a social service, never produce real advertising.

In the retail store he has a larger field of usefulness, I think than he has yet seen or his employers have yet permitted him to put into practice. The advertising man as I see him and want to see him is a combination of philosopher, historian, economist and teacher. He is the one person who can be depended upon to keep the social purpose in the institution which he serves.

#### Listen for Ideas

The advertising man in the retail department store is the fellow who has his ear down listening to the heart beats of the public, if he is on his job.

The other side of the picture is a merchandise manager who determines what the store policy will be in conference with his general manager.

Why does it not happen that the advertising manager in retail furniture selling should not have equal authority and become the third person of the triumvirate of general manager, merchandise manager and advertising manager, because that is his place? I want to see advertising men step up and take that kind of place and it is wholly up to them in building themselves so they will be equipped to take that kind of job. It means speeding up with all the energy that he has got, and then his work just outlines itself for him the moment he gets that kind of courage. That is all it takes—courage. Courage to speed up a new point of view.

### *Harken the Humble Hen*

The codfish lays a million eggs
While the helpful hen lays one;
But the codfish does not cackle
To inform us what she's done.
And so, we scorn the codfish coy,
But the helpful hen we prize;
Which indicates to thoughtful minds
That it pays to advertise.

# *Ideal "House" for the Newly-Weds*

## *Apartment That Means "Much in Little"*

The last word in convenience and efficiency has recently been attained in a newly-constructed apartment house in Toronto which will be a boon, not only to the newlyweds, but to the bachelor girl or man, as they are almost completely furnished. The apartment consists of two rooms and a bathroom, which, by a simple twist of the wrist, can be converted into four good-sized rooms by means of revolving walls and doors. On entering one finds oneself in a small hall which leads into a large living-room, with many windows in it. It is furnished with a writing desk with many drawers which could be used for the household linen. A narrow living-room table stands at one side which in a moment can be quickly changed into a dining table for six, with a sideboard to be used for many things.

There are rugs on the polished floors, and all that is required to make the room complete will be some chairs, perhaps a chesterfield, a lamp or two, some pictures and all the delightful belongings dear to the feminist heart.

The scene changes, a spring is pressed, the wall turns and carries the desk and chiffonier away and a large double bed appears. A door at one side revolves bringing into view a most luxurious dressing table with plenty of drawers. And there you are in a large and airy bedroom, with plenty of light and plenty of space. Morning comes and, to the magic sesame a most complete breakfast room and kitchenette appears on the scene, with a table which comes down from a niche in the wall, and which, when not otherwise employed, can be folded for an ironing board.

At the far end is a white gas range, with large oven with numerous shelves. A good sized laundry tub stands next, with a draining board on top and then a modern enamel sink, and over all a plentiful array of shelves look down. Opening onto a summer balcony large enough for an outdoor sitting-room, is a built-in refrigerator, which is filled from the outside. Every inch of space has been utilized and everything in the way of comfort thought out, even a spring door leading into the living-room when only the kitchenette is required. In half an hour the whole work of the house could be done and the busy housewife would then be free for a perfect day.

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## *Letting the Manufacturers Help You Sell Floorcoverings*

Quite apart from the national advertising manufacturers of floorcoverings are doing to create a demand for their products, they are co-operating with the retailer in respect to furnishing practical dealer helps.

One large Canadian house manufacturing floorcoverings exclusively, supplies dealers on request with samples of all new patterns. These are printed on heavy paper, and are exact reproductions of the different designs; and as they are about 18 inches square, a good general idea can be presented to a customer of the particular pattern which would best serve her purpose.

## *Alleged Poetry*

(Published by Request)

A fellow named **"Nash"**
Who was surely some Hash
Invited the boys
To partake of his joys.
The evening arrived
All bright and serene
A jolly good five
Were soon to be seen.
To open the **"Dore"**
Was one big delight
This ne'er happened before
On a Spring Friday night.
The house tho' not large
Is **"Stout"** as a barge
And laughter shall ring
When all the boys sing.
The man most polite
With excuses galore
Is surely just right
With friend **"Jack"** to the fore.
Our lad pink and white
Tho' often down hill
Will say something right
As a true **"Cundill."**
When this tale is told
And the rafters do burn,
Our sextette tho' bold
Will flee through the **"Stern."**
The good housewife was tickled
To have the gay bunch
And hopes the dill pickle
Will top off the lunch.

By One of Those Present.

This sounds like a real party and hope we'll be invited to the next. EDITOR.

## *Mattress Sewing*

An interesting demonstration was held recently by the Canadian Feather & Mattress Co., Limited, 41 Spruce St., Toronto, when a number of visitors were entertained and shown the different processes of mattress manufacturing. This firm turns out a particularly fine product and is doing everything possible to speed up production.

A new machine has been installed for sewing the roll edge on the mattress. This piece of equipment has only been working about two weeks and is the first to operate in Canada. It is made by the Droll Roll Edge Machine Co. of San Francisco and Chicago. The machine is mounted on two tracks which circle a rectangular table. One track is just below the top of the table and the other runs around close to the floor. An outstanding feature of the machine is the manner in which it slows up automatically at the corners. Arriving at each corner the machine is thrown into low gear by a projection on the track which presses a lever. This slowing up at the corners gives the operator a chance to round off the corners perfectly. The roll edge machine is certainly a great time saver for the mattress manufacturer who had to be satisfied with an hour's work of hand sewing to produce the roll edge by the old method. With the new machine the roll edge is done in eight minutes. The machine can be adjusted, of course, to sew the imperial edge as well as the roll edge.

While the Droll Roll Edge machine is an innovation to mattress manufacturing in Canada it is not so in the states. A San Francisco mattress maker invented the machine several years ago, but apparently the price was prohibitive or a Canadian market was not sought. However, the machine is now made at Hamilton, Ont., although the Chicago office handles the sales in the east.

# Estimated Cupid Will Spend $75,000,000 This Year

***Golden Opportunity for Furniture Men to Fill Household Needs of Young Married Couples—Estimated That 26,000 Homes Will Be Built This Year***

Here is an opportunity that merchants and purveyors of home furnishings and home equipment will doubtless grasp. Unless one figures out how much household equipment is required to furnish 25,000 new homes or apartments, no adequate idea is obtainable just what it means in dollars and cents that these newly-weds must expend to comfortably furnish the nests in which they will take so much pride.

### Costs $1,500 to $2,000

It has been estimated by several young couples recently married that to comfortably and not luxuriously furnish a moderate-sized home or apartment, costs from $1,500 to $2,000.

Only the newly married couple realize just how much is actually necessary to equip and conduct a home properly. The furniture requirements, of course, head the list in most homes. There will be living room furniture to buy, a dining room set, kitchen equipment—probably a kitchen cabinet, three or four chairs and a table; one and perhaps two bedroom suites and chairs, at least three rugs, draperies and curtains, not to mention the innumerable other things for doing the housework, in which the young bride is the most vitally interested because the bulk of this work devolves on her.

If the couple have anything left over after buying the actual necessities for a home, they will likely find a way to spend it on some luxury or convenience, such as a phonograph, a vacuum cleaner, or some other article that helps to either brighten up a home or lighten the burden of household tasks imposed on the young bride.



**See that they leave your store pleased with your service and your displays for they are your best customers.**

Of course, many couples marry without having the $1,500 or $2,000 to invest in home furnishings. Most merchants do not expect newly-weds to pay cash down for their needs and the majority are quite pleased to sell on easy terms. While this costs the purchaser a little more than cash down, it is the only way many can get a start. By extending payments over a certain number of months both the merchant and the buyer benefit. If the wedding occurs in the summer months, like the present, there is the ice supply to be counted on, which averages $3.00 to $4.00 a month, and a refrigerator must be bought.

### Doing Good Business

Merchants have been doing an excellent business so far this season in catering to the household needs of the newly-weds, and this month will easily maintain the mark set in past years, according to most reports. Manufacturers and other purveyors of household equipment whose advertisements appear in this issue are assured of their share of this $75,000,000 that is being placed in circulation by cupid.

The vast amount of money that young married people will spend this year has been largely inactive for



**Twenty-five thousand homes will be built in Canada in 1922 at a cost of $100,000,000**

the last two or more years. The engaged couples do not spend a dollar that can be avoided before their marriage and consequently this $75,000,000 is released into the natural channels of business from which it has been denied for so long.

Fully eighty per cent of this amount will pass through the hands of the home furnishing stores. Watch your local papers for engagements and marriages and see that these—your most valuable prospects and the sure customers for some furniture man are notified by letter of your stock and willingness to serve.

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### *Attractive New Design*



The Queen City Furniture Company of Toronto is showing a number of new chesterfield suites, one armchair from which is reproduced above, and exemplifies to a great extent that comfort is the keynote of most recent designs. This firm have just added 4,000 square feet to their factory making a total of 46,000 feet and have found it necessary to double their staff.

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### *Electrical Devices Good as 30 Slaves*

If the labor now performed by electricity, steam, and machinery for citizens of the United States were accomplished by hand power, it would require thirty slaves apiece for each man, woman and child in the country. This is a statement made by the Smithsonian Institution.

This being true, it is emphatically to the interest of every home-builder to see to it that he and his wife and children get their share of the general service. And as the powers of electricity are practically boundless in the elimination of hand work in the home, it is particularly to his interest that he provide abundant doors through which the wonderful energy can get in; for when it is allowed to work to the limits of its powers, housework is made more a matter of direction than of drudgery and the time and energy of women are saved for gentler occupations than those that have wearied them for generations past.

A knowledge of the number of outlets needed and the places where they are installed, is important to the home-builder, however, before he can know definitely that he has a satisfactory electrical installation —or just electricity.

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### *Our Growing Opportunities*

The present generation looks upon the successful man with envy. "He had chances we shall never get"is the complaint, but such is not the case. Opportunities multiply as times goes on, and the young man of today has double the chance to make an outstanding success that his contemporary of a generation removed had.

Before the man of ideas opportunity now looms larger than at any time in history. The human race has come out of the war with greater needs than before, only to find that the means of meeting those needs are, in most instances, less than ever before. Fame and fortune await the man who can show the peoples of the earth how to live at less cost, or with less exertion. He does not have to concentrate his thought on either luxuries or the unusual and the outre. Everyday needs clamor for his genius.

He who can cheapen the construction of houses, or invent a substitute for the materials now commonly used in house construction, or speed up the actual building time, can gather in all the money he cares to ask for. From Vancouver to Halifax rings forth the cry: "More houses! cheaper dwellings!" London re-echoes the call. So does practically the whole world. "Rooms to live in comfortably!" is the prayer of all is proved by the estimates of American experts that, in the next fifty years, the sawlog timber of the United States will be used up, and that, unless protective measures are adopted, the timber supply of Canada will be exhausted soon afterwards. A reasonably cheap substitute for present building materials means millions for the man who finds it.

Wealth beyond the dreams of avarice to the person evolving it, is a quicker, better and more efficient distribution of foodstuffs and merchandise, by eliminating the frightful waste and the costly dual handling that almost everything we eat, wear or use is subjected to under our present methods.

What is wanted is the organizing and inventive genius who can do away with, or cut down, this waste in time and actual products, all of which the people at present pay for.

Such a genius can ask his own reward.

So the story goes along the whole range of human needs. Speed up production, put down the cost of manufacture, facilitate and quicken transportation, create substitutes for old materials. Scheme any one of these industrial and commercial miracles, and the world's gold and gratitude are yours.

When you announce bargains, see that they are bargains and remember that a mere reduction in price does not always produce what is acceptable as a bargain.

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The customers who are pleased with their first purchases are the ones who come back to buy again. The good values of today are what bring the business to-morrow.

# Latest Furniture Wired for Electricity

## *Idea Born Seven Years Ago in Mind of Canadian Journalist Beginning to Take Hold*

The idea of electrically wired furniture is not new but little has been heard regarding its actual use even on a small scale. Recent months, however, have developed great strides in this direction and it is understood that an adequately wired dining table will soon be within the reach of the average home maker.

It was the inconvenient hanging wires from the ceiling or from the side wall to the table that have been the particular source of annoyance to the user of a toaster and coffee percolator at breakfast. The dog, child or cat would become entangled in the maze of wires and wreak disaster and profanity upon its head.

The average toaster consumes about forty times as much current as an ordinary light—750 watts—or in more familiar terms this amounts to about one horse power.

The ordinary lighting fixtures and switches are not designed to carry or to control such a relatively heavy power and consequently break down under the strain and often endanger the home with fire.



Showing modern Canadian dining room with table and tea wagon wired for toaster and percolator. Note buffet, at right, is illuminated inside by concealed lamps



The modern electrical kitchen with its electric stove, ventilating fan, iceless refrigerator, polishing motor. Ample connections can be seen for attaching other devices

The modern dining room table for homes that use electricity for toasting or other heating purposes should be fed current by a heavy cable and removable plug connection ample to carry the maximum of current that would be flowing. This cable should lead up inside one of the legs and go direct to the distributing panel and switches.

These switches designed for heavy heating currents should be located, and fitted flush, near "mother's end" and would control the various outlets or plugs to the toaster, percolator, chafing dish, air heater in winter and fan in summer.

# Boring 7,200 Holes an Hour

## *How Manufacturers Are Cutting Costs with Multiple Spindle Boring and Mortising Equipment—Machines Pay for Themselves in Quick Order*

In the production of furniture and other forms of woodwork the boring of holes and the making of mortises are two important operations. In the past this work has been done largely on single spindle machines, but in response to the demand for more efficient methods and for ways and means of reducing costs, the manufacturers of boring and mortising equipment have developed multiple spindle machines which not only enable more work to be put through in a given time, but the work is done with a degree of accuracy not usually encountered with single spindle equipment.

From actual experience it has been found that where any considerable volume of production is handled, multiple spindle machines are able to show a marked economy in the saving of time required for the boring and mortising operations. A further saving is also made in the assembling operations where special fitting is often required because of inaccuracies in the boring or mortising. A gang machine when set up for any particular job will turn out parts which correspond in every way, regardless of the number put through and so has an important bearing on assembling costs.

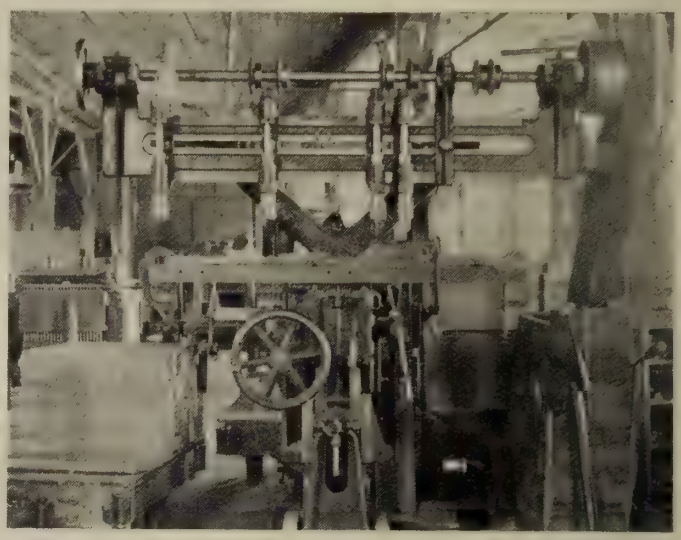
### Handling Time the Same

The handling time required to place a piece on the table of a single or multiple spindle machine is the same, and as much time is required to bore one hole on a single spindle machine as to bore from two to twenty holes on a multiple spindle borer. With the single spindle machine when a number of holes of the same size are to be made in a piece, an elaborate set of stops must be provided to locate the material in the different positions so that the holes come in the right places, and in the event that the holes are staggered, this stop system is still further complicated. In many types of gang boring machines the spindles may be so spread and adjusted that the holes can be bored over a wide area either in straight lines or in irregular positions without in any way affecting the handling or retarding the production of the machine. Another point to consider is that where various sized holes are to be bored in the same piece, the proper sizes of bits can be placed in the different spindles of the gang-boring machine, and all the holes made at once, whereas with a single borer only one sized hole can be bored in a piece at one handling unless the machine is stopped and the bit changed.

The two types of machines usually differ with regard to the feed. This is particularly true of boring equipment. With the single spindle borer the bit is usually fed into the wood either by hand or with the aid of a foot lever. In either case the operator does not have free movement for quick action in handling the material. On the other hand with the multiple spindle machine the output is limited only by the speed at which the man can get the pieces to the machine and away from it between the boring strokes which are automatic.

The rate of feed usually carried on the modern multiple spindle machine usually runs from 10 to 22 strokes a minute, depending particularly on the size and shape of the piece handled as this affects the speed with which the operator may pick up and lay down the stock. In any event the rate should be so set that the machine will set the pace for the operator and so that he will have to devote close attention to his work to keep up with the machine. On very light work faster feeding rates are possible in some cases running as high as from 35 to 40 strokes a minute with one piece being bored at each stroke. However, these latter rates of feed are the exceptions rather than the rule, but from 15 to 20 pieces per minute can be considered as a fair average speed.

In furniture work the multiple spindle boring machine is usually made to bore in one direction although there is a tendency toward equipment which



A Fay & Egan multiple spindle boring machine in plant of the Office Specialty Mfg. Co., Limited, Newmarket, Ont.

will bore in two or more directions at the same time. Boring machines are also available which will bore both straight and angle holes in the same general direction. In this connection it might not be out of place to mention that small cluster spindle heads are often used for boring groups of holes with close centres. These can be used on either single or multiple spindle machines, but where there are a number of groups of holes to handle, the multiple spindle equipment is to be preferred, for not only can the different groups be bored at the one operation, but the spacing between the groups is always accurate and uniform.

While it is out of the question to lay down any hard and fast rules as the conditions under which the boring is done in each plant varies, it may be taken as a basis for analysis that any plant handling any volume of work in which two or more holes appear in the same piece can profitably use multiple boring equipment. Even in some of the simpler forms of work requiring only two or three holes, a machine of this kind often saves its full cost the first year.

# Furniture World Changes Hands

***Pioneer Publishing House Buys Established Journal—New Staff Well-known Throughout the Dominion***

On June 20th the Hugh C. MacLean Publications Limited, of 349 Adelaide Street West, Toronto, purchased the "Furniture World" from the Commercial Press Limited.

"The business paper today" said Mr. MacLean, in speaking to a few furniture men recently, is one of the most powerful forces in our industrial development. Specialization in education, in reading, in business, is the trend of the times and is most clearly exemplified in the demand felt for business and technical papers."

"We have in Canada a worthy number of such papers whose circulation is limited to a special industry or branch of an industry, yet whose average readers are among the most influential men in the Dominion. In the case of the "Furniture World" which is now our youngest publication—we shall throw our best efforts into furniture merchandising problems. We shall do our best here in Toronto and our editors in Montreal, Winnipeg and Vancouver will through our pages keep the retail furniture merchandiser informed, instructed and interested."

In referring to the business policies, Mr. MacLean made the following points clear. "Our unshaken policy of giving our advertisers the lowest rate per interested reader will be strictly maintained for the benefit of the furniture business and ourselves. No commissions will be allowed advertising agencies as our own representatives will be constantly in touch with the field."

## *Mr. Reader, Meet the Men that are Now at Your Service on the "Furniture World"*



Andrew D. MacLean, Editor



R. E. V. Bremner, Advertising



W. R. Kell, in Winnipeg



P. T. Carre, in Vancouver

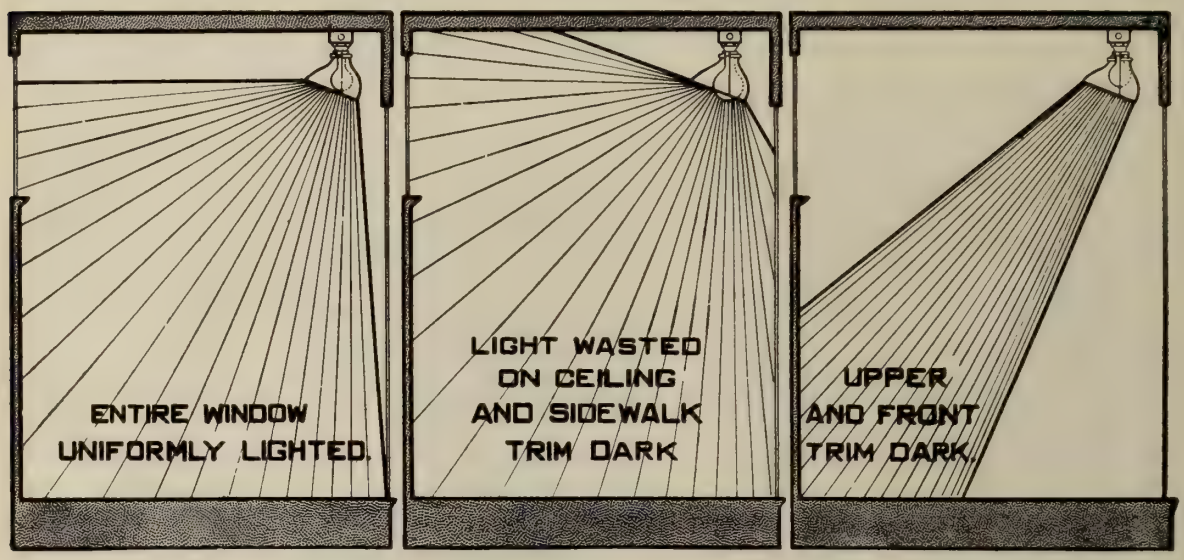


G. W. N. Day, in Montreal

# Sell with Better Window Lighting

### *Many Unusual and Interest-Creating Lighting Effects Can Be Used to Advantage*

Many otherwise attractive window displays are often spoiled by poor illumination. If your store is located on a popular evening thoroughfare—near a theatre or other place where crowds frequent after business hours you should pay particular attention to your night display. The male furniture buyer is not likely to look into your window during the day, for if he happens to be passing—will be engrossed in business matters. In the evening, however, the business man becomes a home-lover and will stop and admire and comment on attractively displayed furnishings. During the daylight hours your window displays may be beyond the reproach of the most skillful Fifth Avenue or Bond Street window dresser. But at night many of our windows are not properly lighted to give the same or better effect than when seen in daylight.




Showing how the position of the bulb in a reflector may affect the illumination of a window display.

By good lighting effects one does not necessarily mean tremendous brilliancy or flashing display, in fact, the latter does much to disgust the passer-by who is really interested—and need not have been attracted by unusual methods of lighting—by the failure of most interrupted lighting effects to really display the goods shown.

The practical absence of light would do much to attract attention.

Perhaps you are featuring a Bedroom furniture sale and would like to display it in your windows. The following plan has been proved most effective in the few stores throughout the country that have tried it.

Remove everything from your most prominent window and obtain from a builder a small French window frame complete. Have this window glazed, painted, and set up roughly in one side of the available space towards the back. Hang suitable curtains from this window and then move in your bedroom furniture.

Arrange the twin beds, the cradle, dresser and chair in a life-like and not too tidy manner—give the room the appearance of being lived in. Have sheets and pillows and have the beds made down with bedroom slippers at the foot, and dolls, rattles, etc., in the middle foreground. The stage is set, the baby is asleep and the parents will themselves be shortly going to bed—the same conditions that exist among a large percentage of your evening crowds. Make the walls of your room of hanging black velveteen or any dark curtains. Nothing else is to show around the sides or back except the one window and one or two pictures.

Now we come to the main feature of the display and the ONLY source of light and that is the false window. A very powerful electric lamp with a good reflecting shade—one strong source of light is better than several weak—will supply the "moonlight." Yellow muslin or any sheer material that will lend the white artificial light the appearance of moonlight should be draped in front of the reflector. The "moon" should be suspended by a cord from the ceiling and it will be necessary to experiment to get the most suitable angle for the rays to enter the room.

The reader will perhaps consider the foregoing smacks too much of stage craft, but after all are not our bookcases, chairs and rugs appearing in our display windows just silent actors in the play of "Persuading the Purchaser?"

When all is completed turn on the light and adjust its height to throw a clear beam of light into the room.

The light should strike the furniture that you wish displayed and will make an agreeable impression upon all who look into the window.

## Have You Always Something New?

**Advantages of always featuring something new, novel or at bargain prices cannot be overdone—Get Public to be as interested in your windows as in the daily paper.**

A little exercise in the backyard these days is good for both the back and the yard.

# Featuring the Unseen Selling Points

## *Higher Quality is Now in Demand—Sales People Should be Able to Explain Difference Between Varied Lines—Talking up the Hidden Selling Points of House Furnishings*

As with most other merchandise house furnishings and particularly bedding, offer unlimited opportunity for salesmanship. People are far more particular concerning the outfitting of a bedroom than was the case but a very few years ago. While price is naturally a considerable inducement; yet the price factor can be easily overcome by featuring the quality of the goods a salesman may be showing.

Thus a knowledge of the lines stocked by the store is highly necessary, and is perhaps more essential in house furnishings than most other lines of merchandise for the main selling points of comforters, pillows and similar articles are hidden from sight, and the customer is obliged to take the salesman's word for everything outside of what can be plainly seen.

Because of this, and because of the fact that many people buying pillows, comforters and similar goods may be impressed by the outward appearance this article offers information that the merchant can well study, with a view to placing himself in a position to offer selling arguments when displaying his goods to a prospective purchaser.

### Mattresses Have Altered

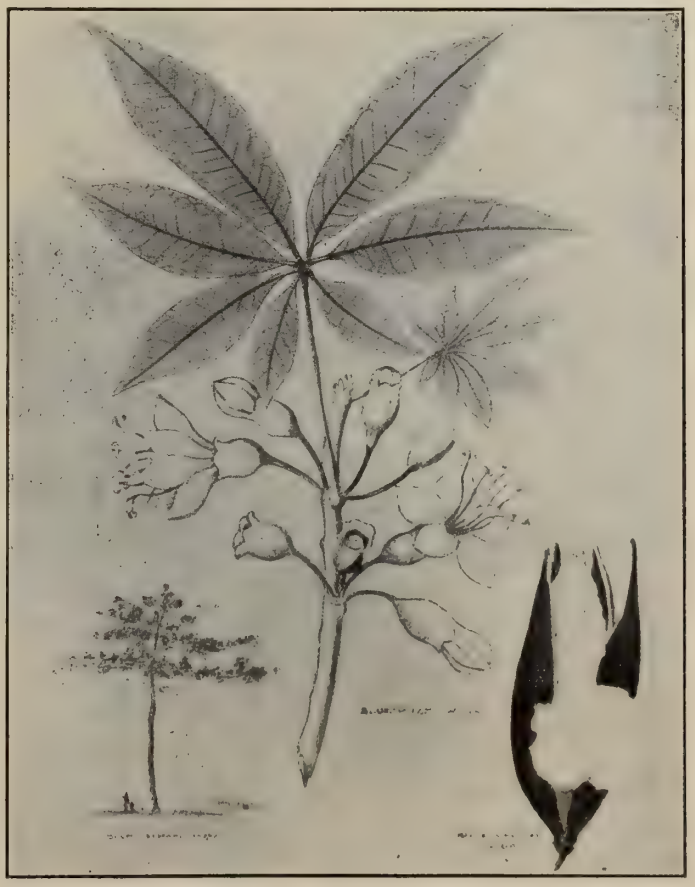
We all remember the old straw-filled mattress of our grandfather's day: how it rustled, how it required filling; in fact this was a job that just naturally followed threshing. But the straw-filled mattress has gone; even in the bachelor's shack on the Western prairies the modern hygenic mattress is largely used. Chiefly noted for its hardness and dust collecting propensities the straw filled mattress is a relic of the past, and so largely is the old leather tuft used in tieing.

The mattress of today is remarkably light in weight, very resilient, retains its shape, and is very durable, due to the fact that cotton and kapok are used largely as fillers. Curled hair and fibre are slightly in demand. Cotton layer felt mattresses are best. In this kind of mattress the cotton is made into laps and laid in layers. Another method is to blow the cotton into the mattress. A higher grade cotton is required for the layer cotton than for the blown. As stated leather tufts are not greatly used, but have given way to cotton tufts, which last longer and give more comfort. Darker materials are preferred for cases, bule with a darker blue strips in fancy patterns being generally used. Hygenically perfect and durable to a remarkable degree, the modern Canadian mattress is well worth the price asked to-day. By playing up the process of manufacture and quality of materials used, merchants could soon educate their customers to the point of accepting only the best quality mattress and thus work up a most profitable trade.

### Kapok for Filling Pillows

All cotton filling is used in the cheaper grade pillows. Two grades of cotton are used, either pure white or new colored cotton clip, the latter is dark in shade. Either grades may be used separately or mixed. Cotton pillows are very substantial, but are lacking in what manufacturers call "life;" that is they do not spring back to regular shape.

Second-grade pillows are a mixture of chicken feathers and cotton. A large percentage of feathers is used, these being largely imported from the United States, as the local supply is too limited. The best results are obtained by chopping feathers. Some manufacturers do not do this and produce a heavy and rather unsatisfactory filling. Pillows filled with duck feathers are superior, because there is more down in duck feathers, and, therefore, they are much softer. Goose filled pillows rank high owing to the greater degree of down which gives them the resilience so essential. Down filled pillows are the best of all, the down being separated from the quill of goose feathers by air blowing. Canadian duck is preferred, as the proportion of down is greatest. Kapok filler—vegetable fibre from Java—is the principal filler. This is soft and silky



KAPOK

Showing Kapok Tree, Branch and Pod, from which Kapok, used as a filler in mattresses and Pillows, is secured

—Courtesy of Toronto Feather & Down Co., Ltd., Toronto

and orange in color. It is used in mattresses as well as pillows, is non-absorbent, makes a good filling for boat cushions and lifebelts. Pillows are then covered with a cotton "ticking," usually of blue and white stripe.

### Wool or Down Comforters?

Eiderdown is practically off the market. The price of $5 per lb., as quoted to-day, is prohibitive. Two lbs. are required for a comforter. Down from Canadian goose feathers is preferred. Down from Chinese geese is also used, but it is not as good as Canadian. Due to the colder climate, Canadian birds have more down. Manufacturers really prefer Canadian goose feathers to eiderdown, which clings too much; that is, if a ball is held in hand and shaken it will hold together, whereas goose feathers separate readily. As the comforters are filled by a blow pipe system, an evener distribution is obtained and retained from goose feathers. Eiderdown duck frequents the shores of Hudson Bay and Newfoundland. Down-proof sateens and cambrics are used on the less expensive lines of comforters. These are of good wearing quality.

Silks and satins are used on more expensive comforters. These must be interlined, and do not contain the wearing qualities of sateens and cambrics. Down comforters are used chiefly by Canadians. Wool-filled comforters are preferred in the United States, and it has been noticed that the demand for wool comforters is increasing here. Wool is a lighter filling, and possesses greater heat containing qualities than cotton. New cotton and cotton clips are used in the less expensive lines of comforters. Of the three mentioned, down is the most popular in this country. It is blown into the comforter and then sewn by hand operated machines. All manufacturers do not make their own laps. Those who do secure best results say the less handling a roll is subjected to the more uniform the felt and the better the comforter. When unrolled, the lap is placed between two layers of cloth. This, in turn, is placed over and under the cotton lap and stitched in the required patterns. They are carefully examined for imperfections, and all loose threads removed. Canadiain bedding manufacturers are producing an article of great merit. Pure bedding laws are not in force here as in the United States, but Canadian manufacturers generally measure up to their standard. The Ontario manufacturers have petitioned the Government to establish such an act.

### Kapok—A Wonderful Substance

Although this has been used for a number of years, the fact does not seem to be generally known to the public. As we stated earlier in the article, Kapok comes from Java, where it is packed under the direction of the Dutch Government. It is a soft, silky substance, and is a most interesting article to work with. It is non-absorbent, and if you were to take a bundle, hold it with your hand under water, it would pop up. It is more bouyant than cork, and is used to a large extent in the manufacture of life belts and for similar requirements.

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## *Forced to Move*

After having been doing business for sixty years in the same building, J. Chamberlain & Sons of St. John, N. B., are expecting to be moved to make way for the new railway station.

## *Brilliant Minds or Efficient Men?*

Seven periodicals have, during the last six weeks, published articles eulogizing the well-balanced mind and the all-around man. Their ideal is the man who works on a Physical Culture Magazine time-table and whose mental graph would be a straight line; he goes about his daily work with the same regularity and precision that a wooden horse goes around a merry-go-round and like the horse is never any more tired when he stops than when he starts. He knows all about civics and handball, reads Systems and Shadowland and can converse intelligently upon any newspaper topic of the day.

On the other hand there is the man who doesn't know basket-ball from basket-weaving, thinks the trombone is next to the humerus and believes that the Volstead Act is on the Keith circuit. He has, however, written fourteen text books on architecture can tell early Gothic from late Gothic arches by the feeling.

In November, our well-balanced man may be talking to his well-balanced wife about poor" Enoch Sniggs who is absolutely gone on electricity and who knows nothing of Life's Vital Questions." In June he is referring in loud tones at the Business Men's Luncheon to "my great friend, Enoch Sniggs, the famous authority on electricity."

The well-balanced man sits in the centre of the see-saw; Enoch Sniggs sits on one end. The w.b.m. stays put and is sure of his position; Enoch has a fifty-fifty chance. He may bump his head on the stairs or he may be dumped into the mud puddle. At any rate, he has the satisfaction of knowing that there is a possibility of him rising in the world and obtaining a perspective that nothing short of an earthquake will bring to the eyes of the middle-man.

The greatest contributions to the march of progress have been the gift of men who have been hipped on something. The sum total of the knowledge of the last word in well-balanced minds is simply a bourgeois digest of the achievements of those queer streaks who have been the tragedies of neighborhood gossip.—Toronto Goblin

## The Law of Success

**The law governing what is called "getting on" is just as sure and inevitable in its operation as the law of gravity. Any healthy young man of average intelligence and education, who sticks, courageously, persistently and perseveringly to his job, who refuses to be overcome by obstacles, but fights on until he has overcome them, who exercises all the industry and all the common sense at his command—any man of right principles,. who. puts. forth. sustained. effort. and application, is bound to win recognition. He will get the reward he has thus won. It is inevitable. .The rolling stone gathers no moss. The youth or man who is constantly shifting from one place to another is less apt to win out than the one who conquers the difficulties of whatever job he has and proves master of it. If the man has the right qualities and is doing notably effective work, either his employer or someone else will sooner or later note the fact and the recognition and reward will be forthcoming.**

# A Growing Sales Opportunity

## *Electric Household Helps Looming Large on Furniture Dealers' Horizon*

By H. Dearle

There are two very essential rooms in every average home the proper and efficient equipment of which has not, until quite recently, received the serious attention that they deserve from the average high-grade furniture dealer. There appears to have been in the development of furniture business a tendency to concentrate more particularly on the sale of those articles and pieces of furniture that contribute towards beautifying and adding comfort to the home and to neglect



**McClary Household Water Heater—that will supply ample hot water for wash day or every day purposes. The advantage of an electric heater of this type is that every calorie of heat developed goes to heating the water and is not wasted up a chimney.**

the more utilitarian lines although it must be realized, and is gradually being realized, that the sale of labor saving devices of whatever kind contribute just as much to comfort and happiness in the home, even if not more so in the final analysis, than many articles the sale of which is pushed with considerable vigor.

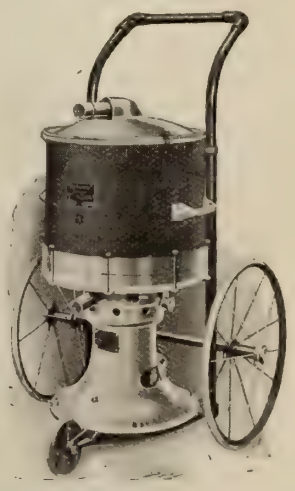
Many furniture dealers have now awakened to the possibility of selling equipment of this nature for the kitchen, and are now carrying at least one line of well-known and well-advertised high-grade kitchen cabinets and refrigerators and are producing a large volume of sales in these lines that must have increased their total volume of business to a very considerable amount and correspondingly produced increased profits for them.

Whilst the sanitary and convenient moveable kitchen cabinet is a development of comparatively recent years and one which the furniture trade did not immediately take up. Now that they have done so, it is probable that the bulk of kitchen cabinets placed in the home are sold by furniture dealers and this applies in a lesser degree to several high-grade refrigerators on the market.

There is now another rapidly increasing industry which is developing at a remarkable rate in Canada, largely owing to the wide-spread facilities for obtaining cheap electric power. This is the electric appliance field and comprising many electrical appliances that are now available for relieving the housewife of the toil and drudgery of many tasks that have to be periodically performed as a matter of regular household routine. Whilst it could not be suggested as desirable that furniture dealers should attempt to carry a stock of all the smaller electrical appliances that are used in the home, such as toasters, irons, perculators, and similar articles, there are, at the same time, appliances that come distinctly under the category of house furnishings and among these might be particularly mentioned the Electric Washing Machine, the Electric Ironing Machine and the Electric Vacuum Cleaner, without all of which no modern home may be said to be thoroughly, properly or efficiently furnished.

With regard to electric washing machines, it may perhaps be argued, that some of these are not always efficient and have the appearance of pieces of machinery which are not desirable in a furniture store, but there are one or two Canadian made machines on the market which have all their mechanical parts entirely enclosed and which have enameled cabinets of most pleasing design which do not present the same appearance of mechanical devices, but which are, in addition to being an article of the utmost utility, also to the eye of a prospective purchaser, and which in no sense detract from the appearance of a furniture store, but rather add to its interest.

The growth of the electric washing machine industry in Canada is developing at a phenomenal rate and is comparable to the growth of the automobile industry fifteen years ago, and the sewing machine industry forty years ago, and there is very little question that there will be very few homes, wired for electricity, that will not include as part of their regu-



**Invincible Vacuum Cleaner has only recently been placed on the market and has a number of interesting features. Unusually powerful this two-stage turbo fan will create a vacuum of 33 inches of water when revolving on ball bearings at 5,000 R. P.M.**

lar equipment an Electric Washing Machine of one type or another during the next few years.

Recent Government statistics show that more than half the total number of homes in the whole Dominion of Canada are wired for the use of electric current. This is probably accounted for by the fact that electrical development in Canada is larger per capita than in any other country with the exception of Norway. Whilst the horse-power available per capita is greater than any other country, and the cheapness of

electric energy in Canada, accounts in a large measure for the popularity which it has attained.

In view of the extensive electrification of Canadian homes it is interesting to note the following figures relating to this field, these figures being compiled from recent statistics the end of last year, and



**Smaller type Vacuum Cleaner especially adapted for cleaning upholstered furniture, etc.**

showing the percentage of saturation in the larger electrical appliances.

| | |
|---|---|
| **Washing Machines** | 5.9 % |
| **Vacuum Cleaners** | 8.6 % |
| **Ranges** | 4.7 % |
| **Ironing Machines** | .14% |
| **Dish Washers** | .07% |

Whilst statistics do not, as a rule, make very interesting reading, the lesson to be learned from a study of the above figures is very simple. It is that there is a tremendous market available for the sale of high-grade equipment such as Electric Washing Machines by the wide-awake furniture dealer, and he is, perhaps, better equipped to handle the sale of such articles and to command the bulk of this business by reason of the fact that he is accustomed to selling on credit or on a definite instalment plan, a method of conducting business that is most commendable and one that is not carried on to any large extent by the hardware dealer or Electrical Dealer partly because they do not have sufficient demand for such business to install the necessary collecting and accounting sys-



**Canadian Ironer for large home—heated and turned by electric light**

tem and partly because many of them are not in a financial position to extend lengthy terms of credit. Fully fifty per cent. of higher priced household appliances are sold on instalment plans.

Every furniture dealer will realize that a very large percentage of his sales are made to women and a still greater number are influenced by women. Practically three-quarters of all money expended is distributed by the women of the house.

One of the hardest and most menial tasks a woman has to perform is that of providing her household with clean linen and garments and there is a tremendous opportunity for sales, and a tremendous opportunity to build up a good-will that cannot fail to be productive of other business in other lines for those dealers who undertake the marketing of electric washing machines.

Those dealers who have not already become alive to the possibilities of laundry and kitchen equipment, and who have not realized that there is an industry growing up around them that is going to play a most important part in household equipment, should lose no time in investigating the merits of the various




**A well-known type of electric washing machine with a pleasing appearance and satisfactory mechanism**

high-grade electrical washing machines of Canadian manufacture that are offered to them and obtaining the agency for the one that appears to them to be the best on the market, and thereby establishing themselves in their community as the leader in a market that is on the threshold of phenomenal growth.

## *Pure Bedding Laws*

Across the border there are twenty States that have pure bedding laws. Every bedding factory is inspected by the Government and all materials used in the filling of mattresses have to be absolutely sanitary; second grade materials being thoroughly sterilized. Each mattress is then labelled, showing exactly what it contains. This not only protects the public against disease, but it gives the manufacturer who is making a high grade article of new materials a chance to compete against the product of a firm who might use cheap unsanitary second grade fillers.

"Furniture World" believes that in the interests of manufacturer, dealer and consumer this matter cannot too soon be brought to the attention of the Federal Government and the necessary law enacted prohibiting the use of unsanitary materials.

# Comfort Throughout the Ages

## *Development of Furniture From the Earliest Times Shows Tendency Towards a More Comfortable Civilization*

By A. D. MONK

Drawings by Heath Robinson in the "Cabinet Maker"



He had no chair

From the humble seat of the earliest prehistoric man on the razor grass of this surviving crust, from the uncertain thrones of the oft murdered rulers of ancient times; the modern Chesterfield is but the history of civilizaton and the development of a great and active industry.

The furniture or household effects possessed by the early dwellers on this earth are considered by men of science to be an indication of the civilization or culture of the possessers for slowly life became more intricate.

A hairy warrior who went to the trouble of collecting a few rushes to ease his reclining body was considered the intellectual superior of those who merely slept in the mud.

The warrior's descendants, after considerable thought and experiment, perhaps may have evolved a sort of matting of grass or rushes that was more serviceable and not so likely to get into one's hair as was the loose grass.

With the improvement in appearance of the proud owner of the newfangled matting the women of those times took note and were pleased. So it came to pass that other men, neighbors, discovered the secret of the matting and became equally charming.

Thus we find the men of those earlier times striving to improve upon their domestic arrangements both for their personal comfort and for the attraction of the opposite sex. Furnishing a home for the woman of his choice was a simple matter in those days of the sabre toothed tiger and flying reptiles. True, they had no modern furniture store to go and be shown the latest in carpets, twin beds and dressers, but the tastes of those days were easier to satisfy. A cave, a floor mat and club were said to be the proper trousseau for even a daughter of the "First Four Hundred."





Interesting yet Simple Designs

The stone age came and brought with it the strength and perseverance necessary for the manipulation and construction of the tools, and articles of general use that were constructed of that material.

The stone chair and stone ginger beer bottles were developed with success—the former to be rediscovered and patented by Thomas A. Edison in 1910, and known then as concrete furniture.

The design of, say, a boudoir chair, by the stone hewers, depended largely on the time at the disposal of the worker and the size of the stone available. Prisoners of war were often used to hew the earliest of furniture and it is thought that the long hours that some retailers work to-day is due to the habit of their captive forebears.



Early Deck Chair

The modern deck chair which is said to bring the general public, through its intricacies of folding, nearer to the millenium of profanity than golf, is a development of the interesting design shown in one of the accompanying tintypes.

The Dawn of Comfort (about 9,000 B. C.) shows the design of the first two piece chair which was satisfactory as long as the occupant was capable of balancing his or herself thereon.

The first movable chair aroused considerable opposition when first introduced. Husbands coming home late at night complained that their wives purposely left chairs to be stumbled over. In the more actively demonstrative homes reformers sought to put through legislation to have all movable chairs and furniture chained to the floor to prevent the happy couple hurling them at each other.

Like many other inventions, the movable chair was brought about from necessity.

Many of the architects of the earlier dwellings designed the chairs and tables too far apart, with the result that—in extreme cases—it was necessary for the diner to indulge in considerable walking between mouthfuls.



Tremendous Strides have been Made in Furniture Design

A fine finish was impossible on the more delicate forms of furniture and furnishings until the invention of glass as there was no protection against the elements.

Glass, it has been said, was almost as great an invention as beer and it is certainly strange how closely the two industries were allied—up until a few years ago.

### Keep Rugs on Display Clean with Your Stock of Vacuum Cleaners



Let your customers see your floor coverings displayed to the best advantage by cleaning them daily with a good vacuum cleaner. Let your prospective purchasers of vacuum cleaners see the machine you are anxious to sell them in operation and the sale is half made.

The first essential in the preservation of rugs is thorough cleanliness. Unless all the dirt is removed from them at frequent intervals, their nap will be rapidly worn away. This wear is caused by the sharp gritty dirt which embeds itself in the depths of rugs and which actually cuts the soft nap forced down against it by walking or rocking.

Only a beating can dislodge this buried grit and only a vacuum lifts rugs from the floor and gently beats out all destructive grit and so preserves the rug from wear. In addition a vacuum electrically sweeps up the stubbornest litter, freshens colors and straightens the nap, that should not be allowed to remain crushed.

### Pioneer Western Woodworker Passes

Another of the fast-vanishing little band of "old timers" of Western Canada has passed in the person of Alex. Brown, Sr., who died at his home in Winnipeg on April 13th. Alex. Brown, or "Sandy," as he had been familiarly known to his many friends, was born in Ayrshire, Scotland, and came to Canada when a very young man. He settled in the West in 1872, and with Thos. Rutherford of Galt, Ont., formed a partnership known as Brown & Rutherford, to engage in the woodworking and lumber business. This business still exists, and from an inconspicuous start in a small factory, has developed into a large plant, enjoying an extensive trade.

The business of Brown & Rutherford is to be conducted by the sons of the two original founders of the company.

### Big Merchandiser Selling Electrical Specialties

The Adams Furniture Company of Toronto are maintaining an exceptionally large and interesting stock of electrical goods of a conventional character as well as a special department for Radio supplies.

In speaking of the Radio craze, Mr. Lord, manager of the Electrical Department regretted that the demand was quiet at this time and expected it to remain so for the next couple of months. "People do not want to stay inside and listen to grand opera in the hot evenings—they much prefer to leave the house behind" said Mr. Lord. The autumn, however, will soon see a decided revival of the demand for radio supplies, Mr. Lord believed. The extensive stock of electrical home specialties shown by this firm have been very well received by the public.

### Guy Luke & Co-Operation



Here we have Guy Luke of Hamilton whose efforts to bring about greater co-operation among dealers and others have met with success. The furniture men of Ontario owe a great deal of their business pleasantness to the efforts of Mr. Luke and men of his type who see that friendship is always better..... At the annual picnic of dealers, travellers and a few manufacturers held in Oakville, Ont., recently the success of good fellowship was strongly evident. The big mail order houses organize their staffs into Glee Clubs and Athletic Committees, to assist in creating 'Espit de Corps' or fraternal feeling. The need for furniture retailers to get together and exchange their ideas, vent their complaints is far greater than among the employees of one big organization. We take our hats off to Guy Luke and men like him.

# Descriptive Terms for Furniture Advertising and Selling

***Providing Truthful Information—The Cornerstone of all Reputable and Successful Business***

In the past, furniture terminology has, to some extent, expressed a fundamental laxity of good business practice. In some quarters it has been a cause for lowered standards. All too often terms used have been the basis for promoting misunderstanding between a store and its customers or have been a harmful instrument of unfair competition. They have given the unscrupulous dealer undue advantage over the honorable retailer and have undermined public confidence in the furniture business as a whole.

Trade custom has seemed to legitimatize certain unwise terms but as a matter of fact it is no excuse for continuing their use if the integrity of selling and advertising service to a store's customers is in any degree menaced by them.

The Retail Furniture Association has been able to co-operate with the National Better Business Commission of the Associated Advertising Clubs in the adoption of these terms, and presents them with the belief that they will be acceptable and become an integral part of the advertising and selling language of the stores.

Enlightened self-interest prompts business constantly to take progressive steps to improve its service to consumers and thereby merit an increased measure of public confidence.

First in importance as a service principle is talking to the public in plain accurate terms about goods offered for sale. To-day the public speech of business —Advertising—demands complete accuracy. As a great toilet goods' manufacturer has phrased it, "Truth in Advertising Implies Honesty in Manufacture."

Accurate and uniform names for the various classes

## *Standard Furniture Names*

Recommended by the National Vigilance Committee and affiliated Better Business Bureaus, Adopted at a meeting in Chicago, April 13 1922.

SOLID—Furniture designated as solid mahogany or walnut shall have all exposed surfaces of solid wood of the kinds designated.

MAHOGANY OR WALNUT—Furniture designated as mahogany or walnut shall have all exposed surfaces (both solid parts and plywood) of the kinds of wood designated.

COMBINATION—Furniture designated as combination mahogany or walnut shall have all exposed surfaces of mahogany or walnut (solid or plywood) in combination with gum, birch, or other suitable wood.

The kinds of wood used in combination with mahogany or walnut should be named for example: "Combination mahogany and birch," "Combination walnut and gum."

IMITATION—Furniture designated as imitation mahogany or walnut shall be that with exposed surfaces of other woods colored to imitate mahogany or walnut.

Where other woods are used, the name of this wood is to be substituted for that of mahogany or walnut in the definitions.

The term "exposed surfaces" shall mean those parts of a piece of furniture which are exposed to view when the piece is placed in the generally accepted position for use in the home.

of furniture have long been desired by far-sighted men in the industry. There has been a need for them. Not that there has been an unusual amount of confidence-destroying and unfair practice in the furniture business, but there has been enough to make it important that the public be given a dependable guide to furniture descriptions, and that legitimate merchants be provided with a standard to which they can rally—a basis of confidence-building practice on which better business may be permanently built.

Consumers, retailers and manufacturers of furniture have been consulted in the adoption of these standard terms. It is believed that they are distinctly in the public interest. Their authoritative character gains by the fact that they are based substantially on terms proposed by the National Council of Furniture Associations for the use of manufacturers.

Of special interest in the adoption of simple, accurate terms for furniture description, is the decision of the United States Supreme Court, handed down April 24, 1922, upholding the Federal Trade Commission in an order forbidding the Winsted Hosiery Company from labelling underwear with the names of materials unless the underwear is made entirely of such materials. The Federal Trade Commission order, which the higher court has affirmed was:

"Cease and desist from employing or using as labels or brands on underwear or other knit goods not composed wholly of wool, or on the wrappers, boxes or other containers in which they are delivered to customers, the word 'merino,' 'wool' or 'worsted' alone or in combination with any other word or words, unless accompanied by a word or words designating the substance, fibre or material other than wool of which the garments are composed in part (e.g., 'merino, wool and cotton'; 'wool and cotton'; 'worsted, wool and cotton'; 'wool, cotton and silk'), or by a word or words otherwise clearly indicating that such underwear or other goods is not wholly of wool (e.g., part wool)."

In the majority opinion, written by Justice Brandeis, the Supreme Court, speaking of unfair practice through misleading trade terms, which sometimes deceive even buyers in the trade, says: ". . . . . these brands and labels tend to aid and encourage the representations of unscrupulous retailers and their salesmen who knowingly sell to their customers as all wool, underwear which is largely composed of cotton."

### The Maker's Part

The burden of accurate labelling rests strongly on the manufacturer, whether of underwear or furniture, as shown in these words of the highest tribunal:

"The deception is due primarily to the words of the labels, and not to deliberate deception by the retailers from whom the consumer purchases."

It is pointed out by the Supreme Court that, "It is to the interest of the public that a proceeding to stop the practice be brought." Also, the Court calls the practice unfair competition, thuswise: "For when misbranded goods attract customers by means of the fraud which they perpetrate, trade is diverted from the producer of truthfully marked goods."

The High Court sees no defense for misleading trade names in the excuse that they are a custom of the trade, but says that, "A method inherently unfair does not cease to be so because those competed against have become aware of the wronged practice. Nor does it cease to be unfair because the falsity of the manufacturer's representation has become so well known to the trade that dealers, as distinguished from consumers, are no longer deceived. The honest manufacturer's business may suffer, not merely through a competitor's deceiving his direct customer, the retailer, but also through the competitor's putting into the hands of the retailer an unlawful instrument, which enables the retailer to increase his own sales of the dishonest goods, thereby lessening the market for the honest product."

## *Modern Methods and the Trade Journal*

by G. W. N. D.

**A good trade journal—in the best sense of the word—has just as important a place in modern industry as modern equipment. Equipment may be well and good, but without the latest information on the best uses of that equipment how can one expect to obtain results which will enable him to survive the exacting demands of present-day competition? The columns of the technical educator devise and direct the best that can be produced from the material on hand.**

**The function of The Furniture World is to provide the latest and best practice in the several fields of the furniture industry. In this service not only the editorial but the advertising pages are enlisted. Always it must be remembered that some of the brightest minds are to be found among those who have sufficient enterprise to spend considerable sums upon the extension of their trade connections.**

**Now we are persuaded that the practical men in the furniture industries of Canada constitute the very backbone of the country's industrial establishment, and it is our constant aim to produce a paper which breathes forth this conviction from cover to cover.**

**The part of the reader in our scheme of things is just that bit of practical information which crops up in the trivial round and common task, and which serves as the basis of the most helpful, educational material that can be published: how this and that economy was developed in a certain store by the use of certain equipment; how a saving was effected here and there: here, perhaps, by the substitution of a different kind of display, and there, possibly, by turning over a portion of the operation to skilled instead of unskilled labor, or vice versa. It means nothing as to how the idea is worked up from a literary standpoint. It is the idea itself that is wanted.**

**Modern methods within the province of the trade journal boiled down spell one word—co-operation. Co-operation between the journal and the industry,—between the journal and each individual reader and advertiser. Co-operation with the reader; service to the advertiser. Modern methods spell co-operation, and co-operation spells efficiency.**

# Simplicity Keynote of Modern Homes

***Interior Furnishings Must Harmonize With Unobstrusive English and Colonial Exteriors***

Simplicity in shape and color, refinement in design and convenience, mark the difference between the modern home and the stiff and crowded "parlor" houses of a few years ago. To-day the wife requires greater charm in the home to combat the amusements that are offered outside. The automobile, the moving picture theatre and dance hall are all influences that mitigate against a happy household—unless that house is made a real home by attractive decoration.

Medical men tell us that red wall paper and glaring lights have been the cause of much unhappiness and even illness. Women are more sensitive to lack of harmonies in decoration—from their constant contact with pleasing or unfortunate furnishing of their homes—and are, therefore, better able to judge color schemes.





Furniture men must recognize that they are responsible for the pleasing appearance of a home they have furnished. Do not force your ideas upon the home-builder because they may clash too strongly with their tastes, but try rather to bring your customers to realize that a certain scheme and a simple one should be maintained in every room.

Arrange your displays with a view to creating an atmosphere of simple refinement—a simplicity of design and arrangement that invites a purchaser to compare it with his own home or homes he knows.

# Telling the People Through Local Papers

***Enlist the Co-operation of Your Home Editor in Educating the Public on the Price Question***

From time to time we have advocated that getting the co-operation of newspaper editors in placing before the public the facts in respect to prices will accomplish much in disabusing the public mind of unfairness on the part of the retailer.

People read editorials and believe them. The average man can be more deeply impressed by a half column article than by a full page display advertisement, because the one looks like a free, unbiased opinion, whereas the other has all the earmarks of propaganda.

The newspapers are the moulders of public opinion, and the co-operation of the local editor can be made wonderfully effective.

We have heard altogether too much of the alleged sins of the retail dealer. Now let us have a few of his virtues, just to even things up. Give your editor a few facts to work up, and, if he possesses the traditional "nose for news," he will do the rest.

Here is how one newspaper handles the matter:

"The retailer has been the 'goat' in public criticism on the high cost of living.

"In reality the average retailer has been one of the greatest forces in the effort to bring prices down to sane levels. There are exceptions, but not many, among the progressive merchants.

"The average retailer has gone the extreme limit by offering higher quality merchandise at lower prices than in years. In other words, he took many losses and greatly reduced his margin.

"But there are a lot of things over which he has no control which will continue to keep prices higher than during pre-war times. As long as railroads charge the present-day rates; as long as cost of government and taxes soar; as long as rents remain abnormally high; as long as public utilities must get big rates—prices will remain higher than that imaginary level which has been termed normalcy.

"Regardless of the causes of these things, or the merits of the case, they affect general conditions and must affect retail prices. It is an unfair mind which singles out any class or enterprise and tries to place the blame upon it.

"Be fair with your retailer until you have definite proof that he hasn't been fair with you. And even should you discover one or more retailers unfair to you, it could be no reason to condemn retailers as a class.

"The facts are that prices are greatly reduced, that delayed buying on the part of the public is short-sighted and unwise, and in itself tends to hold prices higher."

## *Dominion Furniture Factory Destroyed By Fire*

The Dominion Furniture Company, situated at Edmonton, Alberta, was completely destroyed by fire which broke out on the premises. The building was completely demolished and not a "stick" of furniture or any of the machinery could be saved so quick was the action of the flames which had gained considerable headway before the fire brigade of the city were notified. Several other buildings in the immediate vicinity were also damaged by fire and water.

The Dominion Furniture Manufacturing Company's building was a frame structure and owned by them. This, together with all the machinery, the furniture and the furniture in process of manufacture was a total loss, estimated at about $40,000. It was only partially covered by insurance amounting to $25,000.

The cause of the destructive fire is not at present known and the police in making their report of the occurrence state that after interviewing several people who live in the vicinity of the factory discover that no one was seen in or near the building.

The company was organized a little over a year ago and is composed of local men. The company manufactured all kinds of furniture, using native woods which were put through a special curing process and the finished product had already made its way into the Edmonton furniture market and elsewhere. R. H. Douglas is the present manager of the company.

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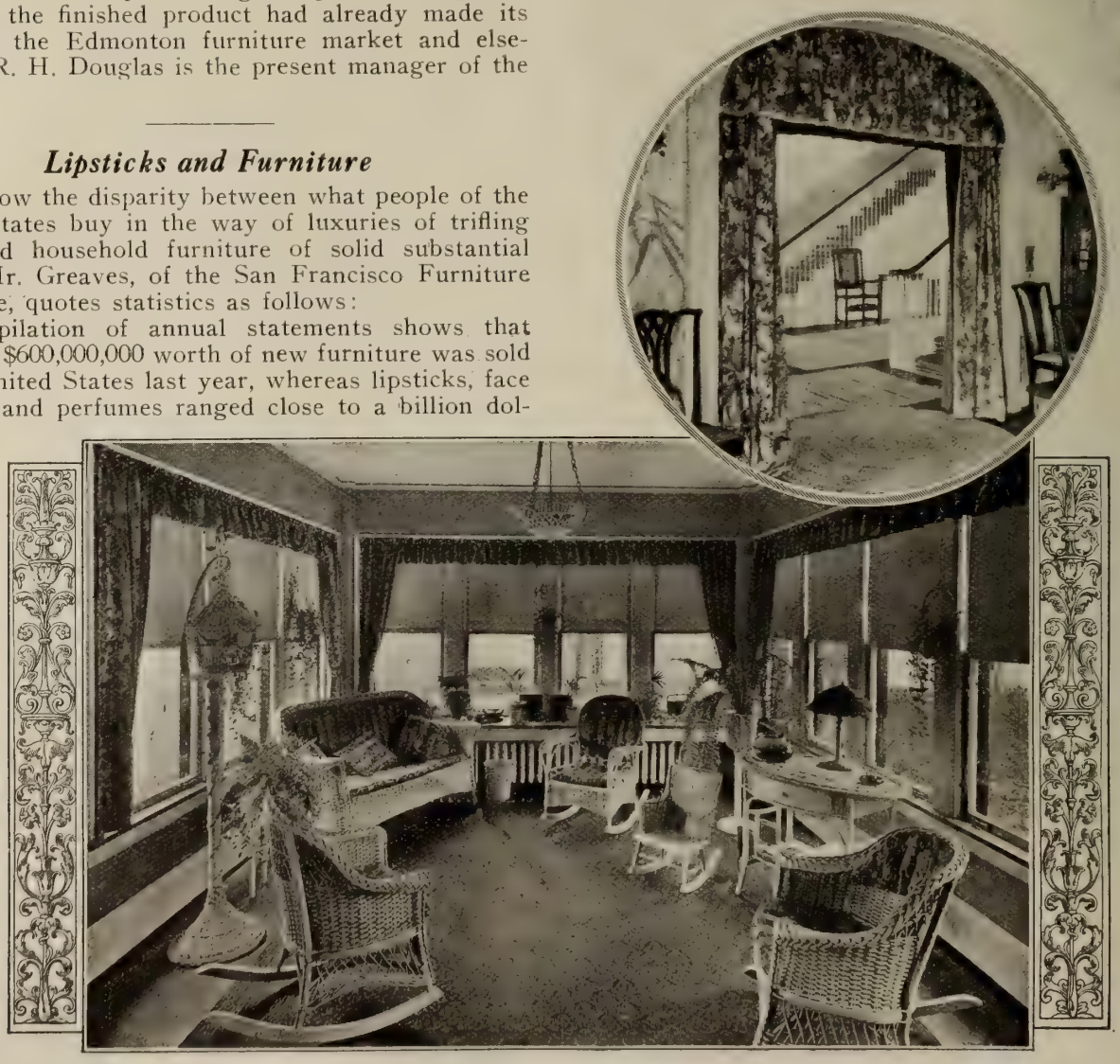
## *Lipsticks and Furniture*

To show the disparity between what people of the United States buy in the way of luxuries of trifling value and household furniture of solid substantial worth, Mr. Greaves, of the San Francisco Furniture Exchange, quotes statistics as follows:

"Compilation of annual statements shows that less than $600,000,000 worth of new furniture was sold in the United States last year, whereas lipsticks, face powders and perfumes ranged close to a billion dollars. The American people eat over a billion and a half dollars' worth of candy each year, but the furniture merchants and furniture manufacturers, through lack of constructive advertising, they claim, remain in the half-billion-dollar class. The advisory department will show merchants how to market furniture and not to sell price.

"General demand today is calling for a medium grade of house furnishings with an occasional demand for higher grade materials. The items of luxury or the unnecessary articles of home furnishings are being omitted to a considerable extent by retailers attending market weeks within the past pear. This is unquestionably due to lack of ready money on the part of the buying public. San Francisco's Forward Movement has created a busy period for building contractors. In many instances, expecially in districts west of Twin Peaks, a house is sold before it is completed. Building activity is, by reflex action, stimulating the home furnishing trades, so that merchants and manufacturers distributing goods in San Francisco look for a prosperous season immediately following this midsummer market week.

"Wicker furniture manufactured in Berkeley will be one of the attractive exhibits prepared for the visitors. Sunfast cretonne coverings and cushions are prevailing in porch sets and living room furniture.



# Making Furniture on Gravity Conveyors



***How a Progressive Manufacturer Has Organized His Plant—Handling Costs Reduced with Gravity Conveyors—Work Thoroughly Systematized —Confusion, Rush and Costly Delays Eliminated***

Multiple production! The term is familiar to everybody, yet it only became prominent in the English language a few years ago. Perhaps it was born when Henry Ford applied the rule of multiplication to those fast little "Lizzies" that dot the globe in every clime. Perhaps the date was earlier, but, anyway, we have with us today, "Multiple Production," and it is going to stay with us for a long, long time.

That little manufacturer, with the big vision and the yearning look—ask him what he is longing for, and he will answer, "Multiple Production." That big fellow, whose plant covers acres and whose checkbook is bigger still—let him whisper in your ear the cause of all his prosperity, and don't be surprised when he tells you, "Multiple Production."

It is in the air. It has invaded and pervaded every industry, and the aromatic red cedar chests that are useful as well as ornamental adjuncts of our homes are now the result of multiple production.

### Planned for a Purpose

A salient example is found in the plant of the Standard Red Cedar Chest Company located at Altavista, Va. It is a new factory, not yet a year old, and it was planned with (and for) a purpose. The builders did not simply erect a structure and then occupy it. They first gave careful thought to the character of the work to be produced and how it could be produced most advantageously, and with this as a basis the factory was consummated. In other words, they laid out their processes and then erected a building around them.

It is interesting to witness the real science of production, the science that obtains lower manufacturing costs, a better product, maximum production in minimum space, and an extraordinarily satisfactory service to customers.

In the Altavista plant the lumber is first sawed and then scientifically treated in dry kilns. Perhaps the term "drying" is anomalous, for it is the mission of the kiln to provide sufficient moisture to prevent the boards from cracking, and to retain the proper amount of oil in the lumber to supply the odor necessary for moth prevention. So, you see, a dry kiln is not wholly a dry kiln; it is an institution that scientifically treats woods.

### Conveyor Belts Take Hold

From the kiln the lumber is delivered to the machine department, where it is cut to the necessary lengths and freed from all defects. It falls on a belt conveyor that at this particular juncture moves toward the grading department where skilled "pickers" sort out the panels, selecting those that can be used to the best advantage.

And then another machine comes into action. Machines and more machines till the last step is reached, because it is not expedient, according to multiple production, for any man to do what a machine can do.

From the time the red cedar lumber enters the door until the finished chest is delivered to the packing room, machines are glutted with work, via the belt conveyor. No trucks are used for handling the panels.

Well, from the grading department the panels roll through the dove-tail glue jointer, which makes a joint that is stronger than the natural wood itself, as proved by tests. Onward they go to be dressed, sanded and trimmed, and the tenoner gives them a sharp welcome and a cutting goodbye. It is the tenoner that makes the famous double-lock corner.

# Three Furniture Men You Should Know



Wm. Krug,
Krug Bros. & Co.,
Chesley, Ont.



J. S. Knechtel,
Knechtel Furniture Co.,
Hanover, Ont., Director



J. H. Baetz, Past President
Furniture Manufacturers' Association

## President Robert S. Harmer Passes

Mr. Robert S. Harmer, who died recently at his home in Connaught Circle, Cedarvale, in his 70th year, was one of Canada's prominent manufacturers, being President of the Sawyer-Massey Company, Hamilton; President of Canada Furniture Manufacturers', Woodstock, Ont.; President of the Seaman, Kent Company, Toronto; and a director of the Gray-Dort Company, Chatham, Ont. Mr. Harmer was ill eighteen months, suffering from pernicious anaemia, the malady having become acute two months' ago. Born in England, he came to Canada at an early age, and entered the service of the Massey-Harris Company about 50 years ago. His ability was such that he won rapid promotion, and at the time some years ago, when he severed his connection with the company to take up other business interests, he was General Sales Manager, the company's foreign business having been built up largely through his efforts.

Mr. Harmer was an Anglican and is survived by his widow, formerly Miss Emily A. Richardson, of England; two sons, Dr. Charles Harmer, Paris, France, and H. R. Harmer, Montreal; and three daughters, Mrs. T. A. Hunt, Winnipeg; Mrs. E. A. Johnson, North Gower, Ont., and Mrs. H. K. Patterson, Winnipeg.

## "Made-in-Stratford" Exhibit at Toronto Fair

Between forty and forty-five manufacturers will be represented in the "Made-in-Stratford" exhibit in Exhibition Coliseum at the next Fair. Mayor W. H. Gregory and Mr. A. W. Deacon, secretary and manager of the Chamber of Commerce, have conferred with President Fleming, Managing Director John G. Kent, Vice-president Geo. T. Irving and other Exhibition officials and completed arrangements for the display. Others in the Stratford deputation were: Messrs. S. J. Cook, F. W. Trebell, H. W. Strudley, F. M. Gifford and Duncan Ferguson.

After a two-hour visit to the Coliseum, the party selected a space 10,000 spuare feet in area in the west annex of the big building, and to this will likely be added another 2,000 feet, to be occupied by an educational exhibit by the Grand Trunk Railway.

## Editorial Notes

The little leak steals your profits unawares. The big leak may steal them before you can prevent it. Watch for both kinds.

* * *

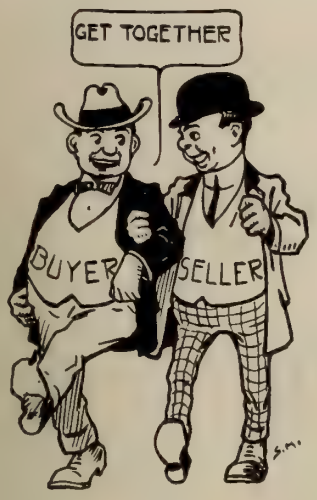
When you are buying goods, be sure that it is your own judgment that influences your purchases, rather than the persuasive eloquence of the man doing the selling.

* * *

Any advertising space worth buying is worth filling with the best copy you can write.

* * *

If you see a new line you can add with profit, don't think too much about whether it is strictly within your own field. You are in business to make money.




# Owen Sound Welcomes You

Several splendid Provincial highways lead to Owen Sound and make motoring easy.

We would like to show you our big modern factory and its new permanent showroom in which are displayed many new and very attractive designs.

**THE NORTH AMERICAN FURNITURE CO.**
**LIMITED**

**THE OWEN SOUND CHAIR CO., LIMITED**

**Owen Sound - Ontario**



No. 1800

# BENTWOOD CHAIR SPECIALISTS

Our long experience in the manufacture of Bentwood Chairs has enabled us to place upon the market a product that will stand the most rigid and critical inspection and is worthy of the confidence of those who stand back of the goods they offer to their communities and who stake their business reputation on the service of the merchandise that leaves their store.

We also manufacture

**REED FURNITURE**
**DINING ROOM SUITES AND CHAIRS**
**LIVING ROOM CHAIRS**
**BEDROOM CHAIRS, ETC.**

which will meet the demand of those customers requiring furniture of Quality, Design and Superior Workmanship.

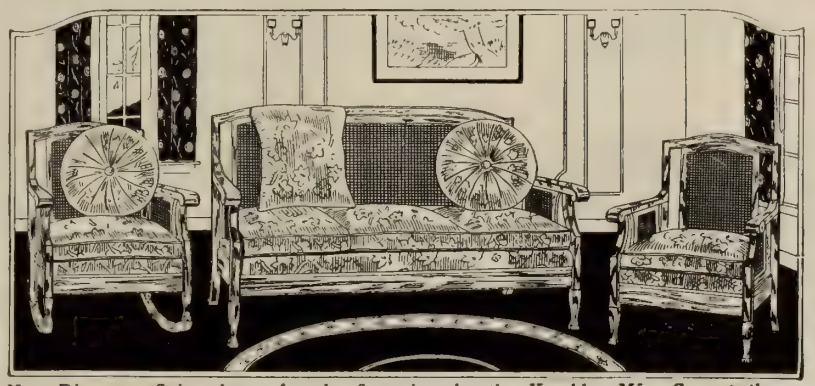
## The North American Bent Chair Co. Limited

**Owen Sound, Ontario**

# Latest Furniture Styles Shown by Manufacturers' Exhibits

Practically every manufacturer of furniture and allied lines in Ontario displayed his products on an attractive scale during the months of June and July. The Stratford firms held their displays in the Skating Rink and Casino during the Made-in-Stratford Exhibition which was such a success for the manufacturers of that district. That was during the week of June 19th to 24th. The week of July 10th saw the Kitchener-Waterloo men exhibiting their attractive lines in their own factories where a real welcome awaited everyone who called.

During the month of July the Toronto Office of the Canada Furniture Manufacturers will hold special displays for all who may be visiting the city from various parts of the Dominion. In discussing the buying situation a number of the better informed believe that considerably better times are to be expected in the Autumn, depending largely, of course, on the Western crop. Actual purchases at the various showrooms exceed last year's sales under similar circumstances by about sixty per cent.



New Divanette Suite shown for the first time by the Kroehler Mfg. Co., at the "Made-in-Stratford" Show

The styles this year reflect largely the business conditions existing throughout the country. Appreciating that the public is of necessity quieter in their tastes and more satisfied with less epoch-making designs, the manufacturers have all largely restricted themselves to making minor improvements to existing lines, rather than introduce startling creations.

Grey enamel with floral decoration was evident on a Georgian Bedroom Suite by a well-known firm and aroused some interest.

Spanish inlay work on library tables, parchment finish, two and three color effects, both inlay and panels, were seen with pleasing comments from buyers.

The upholstering firms showed some beautiful combinations of two and three colors on their Chesterfield. There was one of special artistic merit in royal blue and grey tapestry seats with grey silk over-balance. Some rose tapestry on walnut cane-backed chair in Queen Anne finish was admired. Duotones in furniture coverings are now very popu-






Two Exhibits of Interest at the "Made-in-Stratford" Show

lar across the border and it is expected that the demand will soon be felt by dealers in Canada.

The two colored tendency was exemplified in a popular bedroom set in gum and trimmed with walnut. One of the oldest manufacturers devoted their large



Model by the De Luxe Upholstering Company

space to one piece from each of their many and varied lines. Their Windsor style breakfast chairs and beautifully carved work was the centre of much favorable comment.

The popular davenports were on display at Stratford and demonstrations were given to show the ease with which this type of bed can be opened and closed.

A line of juvenile furniture was of particular interest and goes to prove that specialists of this kind are always in demand.

We were shown a two-toned Walnut Bedroom suite in a Louis XVI design attractively arranged with rugs and draperies supplied by another exhibitor.

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## *Service is in How You Look at it*

The retail merchant, particularly in the smaller towns, often envies his brother merchant of the cities and thinks that if he were only located in a place where there were crowds of people he could easily work up dozens of bright, novel plans whereby these hundreds of prospective buyers would be drawn to his store.

In many respects, however, the small town merchant is in a better position to serve the people of his community than is the city dealer. He is more closely in touch with his trade; knows more of their likes and dislikes; their pecularities and their buying power than would be the case with any city merchant.

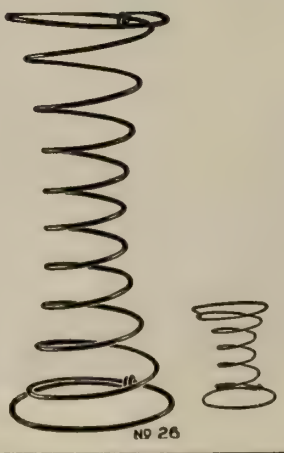
Thus he is closer to his trade. It is a case of service, service that is not only considered from the viewpoint of the merchant himself, but also from the angle of the customer. This applies particularly in the selling of housefurnishings. A retailer is, or should be, competent and willing to advise customers on harmonious color schemes for draperies and floor-coverings.

While many people are able to plan and execute their own decorative schemes, yet far more people have but vague ideas of what they really need, and would be more than pleased to enlist the aid of the merchant in the furnishing of a room, so that it would evidence good taste and color harmony.

This is a service that is all the more profitable because it is unusual, and by its nature would create and maintain business relations of a satisfactory nature.

Every merchant considers service as a part of his business equipment, and according to the way he serves his trade so does he profit, but never forget there are two kinds of service—two kinds or none at all. These are what the store considers as service, and what the customer considers as service.

The store counts complete stocks, deliveries, charge accounts and so forth as service. The customer, however, accepts all these things as a matter of course. It is getting something that he is not looking for and does not expect that makes the strong impression. When a merchant apparently goes out of his way to do him a favor—that's what the customer considers as service.




**UPHOLSTERY SPRINGS**

Highest quality Upholstery Springs, made from the finest grade High Carbon Steel Wire, oil tempered after the coiling operation, thus insuring uniform strength and "No Set." Remember, the quality of your High-Grade Upholstering depends entirely on the quality of the springs you are using.

**HELICAL SPRINGS**

for spring bed and mattress fabrics. Get the habit; buy Canadian Springs.

**James Steele, Limited**

Guelph Canada




## Brantford Kitchen Cabinets

## Sellers' Kitchen Cabinets

## Brantford Bed Springs

From Wood Frame Cots to Best Coil Springs

*Quality Guaranteed and Prices Right*

# RUDDY MANUFACTURING CO. LIMITED

*Successors to Ham Bros. Co. Limited*

BRANTFORD : : ONTARIO

# Important Notice to the Furniture Trade

TRADE MARSHALL SPRING MARK PATENTED

Will advise there has been no change in the ownership of this tirm. The Marshall Ventilated Mattress and Cushions will continue to be made by us as heretofore in Canada—notwithstanding any advertisement in U.S. papers to the contrary.

## Marshall Ventilated Mattress Company, Ltd.

Toronto Winnipeg, (Parkhill) Chicago London, (Eng.)

CANADIAN WOODWORKER
Furniture Manufacturer

FURNITURE WORLD

Making Selling

ANNOUNCING

# A New Publication by a Famous House

We have pleasure in announcing that the "Canadian Furniture World" has recently been purchased by us and will be published at our head office: 349 Adelaide Street West, Toronto. Editorial and advertising policies will be made to conform with the following papers that have gained national prestige:

*Electrical News, Canada Lumberman, Footwear in Canada, Canadian Woodworker, Western Contractor and Builder, Contract Record & Engineering Review, Commercial & Retail Merchants' Review, Furniture World, Western Lumberman, Western Coal Review.*

# Hugh C. MacLean Publications

Head Office: 345 West Adelaide Street

**Vancouver Chicago Toronto Montreal Winnipeg**

*The largest publishers of technical papers in the British Empire, printing in Toronto, Winnipeg and Vancouver. Proprietors of MacLean Building Reports Limited.*

# Gendron

## Built A Reputation That Results in Imitation

This means that for 36 years we have maintained the highest standard of quality and given our customers the benefit of our original ideas.

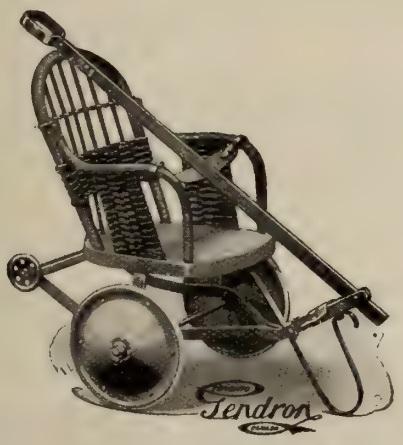
Cheap imitations of ***Gendron*** products may reach your store.—Don't allow them to tempt you as you are entitled to the very best and your reputation does not warrant your handling of these substitutes which, after all, are an involuntary tribute to the original.

*Our Trade-Mark* TORONTO Gendron CANADA *is Your Guarantee*

***Look for it on all our goods***

---

**Originators of the Go-Cart and Patent Ball-Bearing Baby Carriages and Vehicles**




***Master Makers of***

**Genuine Reed Goods**
**Bathroom Fittings, Invalid Chairs**

---

**The GENDRON MFG. CO.**
Limited
TORONTO :-: CANADA

# Steady year-'round sellers



No. 2219—TEA WAGGON
Walnut or Mahogany
Top 27½"x37"

Tea Waggons as made by Coombe are more and more combining artistic appearance with practical utility. The effect is a steadily increasing demand which carries sales along from one year's end to another.

If your turnover on these articles has not been as great as you think it should — why not give the Coombe line a trial?

***We'll gladly forward full information upon request.***

The
**F. E. Coombe Furniture Co.**
Limited
**Kincardine - Ontario**




North, south, east and west bound trains are carrying our publications to interested readers. Publications that serve their respective industries, trades and professions with information of a specialized character that is impossible to obtain elsewhere. The advertising pages of these same journals make more than fifty one thousand business calls for our advertisers each month.

If you desire technical information or publicity we can offer you a service unequalled.

# Hugh C. MacLean Publications

*Electrical News*
*Canada Lumberman*
*Footwear in Canada*
*Canadian Woodworker*
*Western Contractor and Builder*
*Contract Record & Engineering Review*
*Commercial & Retail Merchants' Review*
*Furniture World*
*Western Lumberman*
*Western Coal Review*

Head Office : 345 West Adelaide Street

**Vancouver Chicago Toronto Montreal Winnipeg**

*The largest publishers of technical papers in the British Empire, printing in Toronto, Winnipeg and Vancouver. Proprietors of MacLean Building Reports Limited.*

# When you get through looking at yourself in Matthews' Mirrors

**Have a look at our catalogue**

## MATTHEWS BROS., LIMITED

*The big Canadian Moulding House*

**1906 Dundas Street West** **Toronto, Canada**



**Chesterfield 82″ long, 37″ high, 33″ deep.**

OUR Chesterfields will pass the strict scrutiny of the most particular buyers. They aren't just good here and there but from the frame to the outside cover they are carefully built of the best materials so that when you sell a "SPECIALTY" production your customer has secured a piece of furniture that will give generations of comfort keeping its shape and beauty throughout its long period of service.

## *SPECIALTY UPHOLSTERING CO. - WATERLOO, ONT.*



**Place your orders early**

**PEERLESS FOLDING TABLE**

What would be more convenient in any household than a Peerless Folding Table? Durable, nicely finished in round design they strongly appeal to those people who like to obtain value for their money.
The sales on this table denote the general approval of the trade.

**Hourd & Co., Limited** Sole Licensees and Manufacturers **DEPT. W LONDON**

# Quick Action Section

The rates for this department are $2.80 per inch per insertion with 25% discount for four or more insertions. Advertisements requesting employment or employees will be inserted at one cent per word. Confidential box numbers available.

**WANTED TO BUY.**—A real good undertaking business in an Ontario City. Send full particulars at first writing. Box 228 Furniture World. 7

**WANTED**—A furniture salesman for town of 12,000, one with knowledge of book-keeping preferred. Apply Box 226 Furniture World, 347 Adelaide St. W., Toronto. 7

**WANTED**—An Undertaking and Furniture business in a small town or village in Ontario. None but a good paying business wanted. Apply Box 225 Furniture World, 347 Adelaide St. W., Toronto. 7

**WANTED**—One big coach Brougham or Royal Berlin. Must be in first class order. If so send me photo of them, with the price of them—please rush. L. Theriault, 339 Centre St., Montreal. 7

**WANTED**—Good Salesman to sell as a side line, a first class line of Chesterfields in Western Ontario, on a commission basis. Apply Box 166, Canadian Furniture World, 347 Adelaide St., West, Toronto. 6-22-3

**THOROUGHLY EXPERIENCED EMBALMER** and funeral director, aged 29, desires opening in established firm, with opportunity to purchase part interest in business. Box 167 Canadian Furniture World, 347 Adelaide St., West, Toronto. 6-22-2

**FOR SALE**—Motor Casket Wagon, almost new; in perfect condition. Would make splendid combination. Will sell cheap. Apply to F. M. Nash, 1141 St. Clair Ave., Toronto. 7

**FOR SALE.**—Ambulance. Been run two seasons. In first-class condition. Run on city streets. Six cylinders. Best of riding qualities. Good reasons for selling. M. R. Nash, 1141 St. Clair Ave., Toronto. 7

**PATENT FOR SALE**—on device for lowering caskets. Wm. H. Thompson, Sprucedale, Ont. 7

**FOR SALE**—Horse-drawn Ambulance fully equipped. in first class condition. Box 171, Canadian Furniture World, 347 Adelaide St., West, Toronto. 6-22-2

**FOR SALE.**—Ill health forces us to sell our Undertaking Business in an Ontario town, including up-to-date equipment, Black Hearse, White Hearse, Van, Church Truck, young well-matched Black Team, nets, etc. If desired, would be glad to assist anyone, but wish to be relieved of business responsibilities. Particulars on applying Box 229 Furniture World. 7.

**FOR SALE**—Furniture store 25 ft. x 100 ft., with a $15,000 stock of furniture and carpets will be sold without reserve. It is an established business located on the main street in Saskatoon and is well known throughout the surrounding country. Further and full particulars will be given in response to enquiries addressed to, The Reinborn Furniture Co., 139 Second Ave., Saskatoon, Sask. 7

**FOR SALE**—Furniture and Undertaking business in good Alberta town. Must sell. Box 227 Furniture World, 347 Adelaide St. W., Toronto. 7-8

**FOR SALE**

Chair Stock.
Bone Air Dried.
30 M ft. 1" x 1" square 20" long.
20 M ft. 1½" x 1½" square 20" long.
Birch—Clear Stock.
Apply P.O. Box No. 6 Victoriaville, Que. 5-22-t.f.


# Consider the Yardstick!

## It is always exactly 36 inches long

***More or Less than that and it is no Longer a Yardstick***

NATURALLY, if a manufacturer put out an alleged yardstick that could utilize every odd lot of lumber and made them anything from 24 inches to 40, he could sell them cheaper—

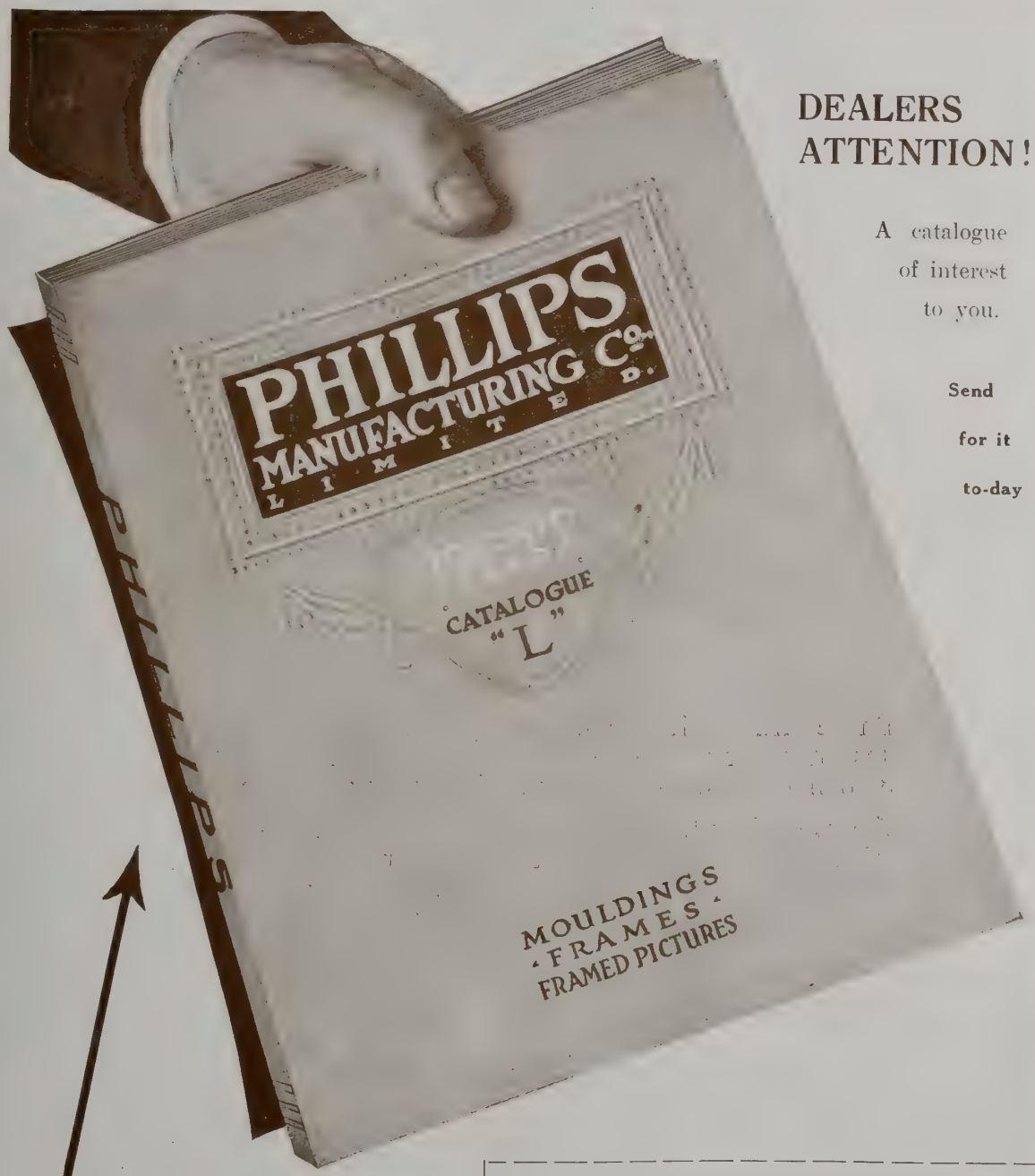
BUT they wouldn't be yardsticks any more than some of the stuff now on the market is embalming fluid.

DIOXIN is the one fluid that, like the real yardstick, is and must be absolutely uniform.

YOU can measure results by it and be SURE that it is right.

**Canadian Laboratories**
**142 Quebec Ave. Toronto, Ont.**

**H. S. Eckels & Co.**
**1922 Arch St., Philadelphia, Pa.**




## DEALERS ATTENTION!

A catalogue of interest to you.

**Send for it to-day**

**Our New Catalogue**
To obtain your copy clip the coupon and mail it to us. We do the rest.

### CATALOGUE COUPON

Date_____

Phillips Mfg. Co. Ltd.
Toronto, Ont.

Gentlemen:-
Please send me without obligation a copy of your new 1922 catalogue "L".

YOUR NAME_____

FIRM NAME_____

ADDRESS_____



## NO. 514

# BED ROOM SUITE







These illustrations can convey but vaguely the true design, structure and real value of this Meaford suite. Finished in two-tone enamel it is rich and attractive.

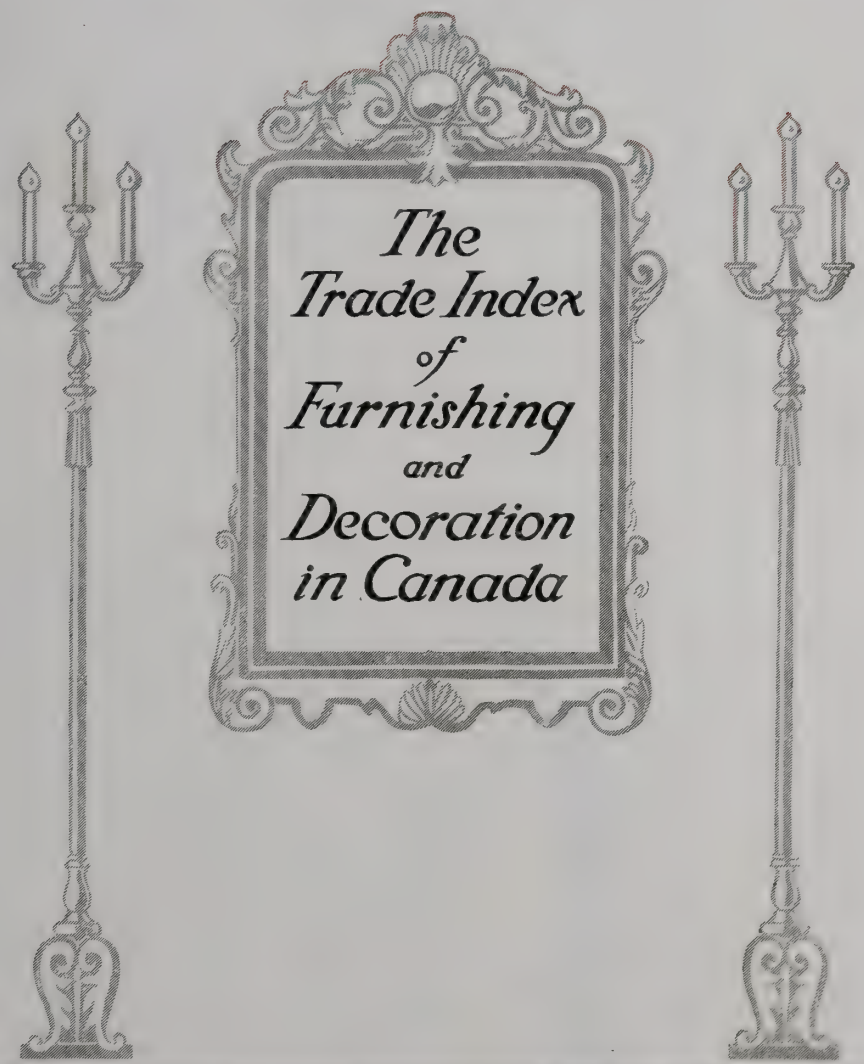
Your goods will be on the move the year around if you select your stock from the Meaford line and your store will become noted for quality and right prices.



*A card from you and we will be glad to co-operate and assist you in your selling efforts.*

**THE MEAFORD**
**MANUFACTURING CO., LIMITED**
**MEAFORD - ONTARIO**

# FURNITURE WORLD




Hugh C. MacLean Publications Limited

Vol XII Toronto, August, 1922 No. 8

# Staple lines which always sell readily

# BENTWOOD CHAIRS



No. 920

REED FURNITURE
DINING ROOM SUITES AND CHAIRS
LIVING ROOM CHAIRS
BEDROOM CHAIRS, ETC.

*We will gladly send you full particulars of our complete line on request.*

*Drop us a line to-day.*



No. 1800

The market for Bentwood Chairs is staple—the demand is always there, and when the chairs are the product of our factories they are doubly popular for our name is a guarantee of satisfaction to both the dealer and his customers. It will be to your advantage to investigate our line.

## The North American Bent Chair Co., Limited

Owen Sound, Ontario

# TISSAGE DE VELOURS

(SCHELLENS & MARTO)

*Manufacturers of*

"QUALITY FIRST"

## VELOURS

## MOHAIRS - PLUSHES

*for Upholstery Purposes*

*Factory:* ACHEL, BELGIUM

*Canadian Salesrooms and Warehouse:*

## G. NOEL & COMPANY

30 St. John St., MONTREAL, QUE.



# The Furniture with the Guarantee



Every material used in the manufacture of our Upholstered Furniture is subjected to a rigid inspection before being used.

This insures our client's getting what they pay for, and leaves no doubt in our own minds that we are supplying the best possible values.

Be sure and see our Fall lines at our Toronto Showrooms when you are in Toronto for the

*"Canadian National Exhibition"*

## The Montreal Upholstering Company

**HEAD OFFICE**
**1611-1613 Clarke Street,**
**Montreal, Que.**

**TORONTO SHOWROOMS**
**590 King Street W.**
**Toronto, Ont.**

# THE IDEAL COMBINATION—
## Mersereau Beds and Way Sagless Springs




Mersereau Beds and Way Sagless Springs form an ideal combination for every dealer, for the demand is already there and the satisfaction they give means steady and increasing patronage. Brass and steel beds in wood finishes are becoming more popular every day and are obtainable in many attractive designs. These will form part of our display in our old stand in the Industrial Building at the Canadian National Exhibition. It will be worth your while to call on us.

Link up your own local publicity with the national advertising of Way Sagless Springs. The market is waiting.

We will gladly furnish window displays and and dealer helps in every form. Let's get acquainted. Write to day—Now!

## The Canadian Mersereau Co., Ltd.

Florence St., Toronto, Ont.

# Isn't It The Truth?

NO matter how difficult selling conditions may be, a good line will always find buyers. People buying to-day are more discriminating than a year ago and the consequent increased demand for Malcolm & Hill Furniture is a tribute to the values offered. Our new lines are particularly appealing. Have you seen them?

*A postcard will bring particulars*

## MALCOLM & HILL, LTD.

Head Office
KITCHENER

Branch Factory
LISTOWEL



# A Popular New Suite

*BED ROOM SUITE No. 514*









The great popularity this new bed room suite is enjoying is amply proved by the heavy demand. It is finished in two-tone enamel in a most attractive design.

The very evident beauty and quality of this suite is typical of all Meaford furniture, and when combined with a reasonable price, create values which the prospective buyer cannot overlook.

## The Meaford Manufacturing Co., Limited

**Meaford — Ontario**



No. 248



No. 370

***When quality is the first consideration***

# Krug Furniture

has the first call. The extreme beauty of its conception, the artistry of its construction and the sterling qualities of its material never fail to call forth the admiration of the prospective buyer. When this is combined wih a moderate price, the selling arguments are very obvious and speak for themselves of high value. A Krug Furniture display will be the means of attracting the home-lovers of the entire community to your store. Try it.

*May we send you full particulars?*

## The H. Krug Furniture Co. Limited

KITCHENER, CANADA

# PERIOD FURNITURE

*—in all its beauty—*

**Made to sell at a moderate price**



No. 996 China Cabinet

The charm of period furniture was never more evident than in these beautiful pieces of authentic design. Their appeal is universal and the price at which they sell brings them within reach of all. A trial order will convince you of the popularity of this medium-priced line.

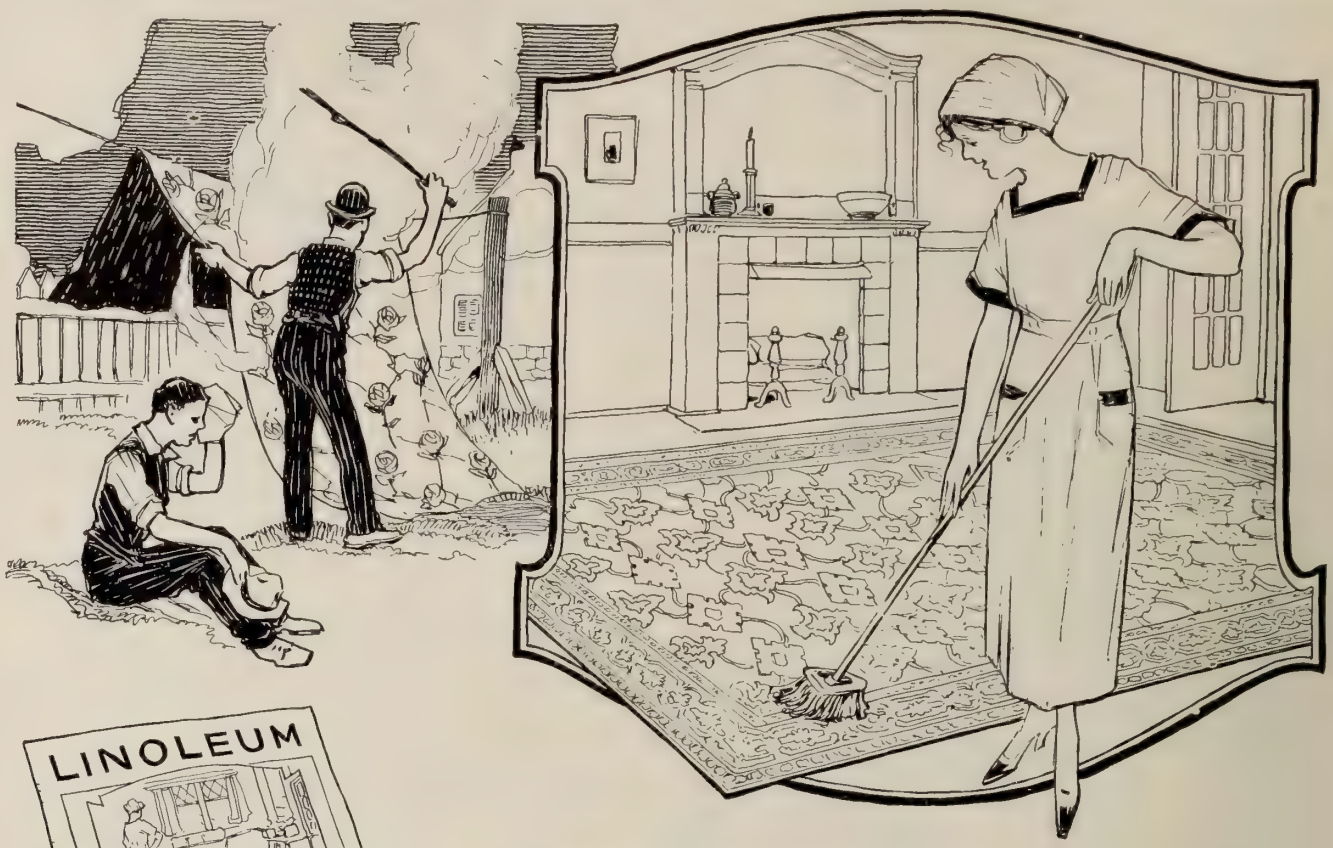
## THE BELL FURNITURE CO., LIMITED

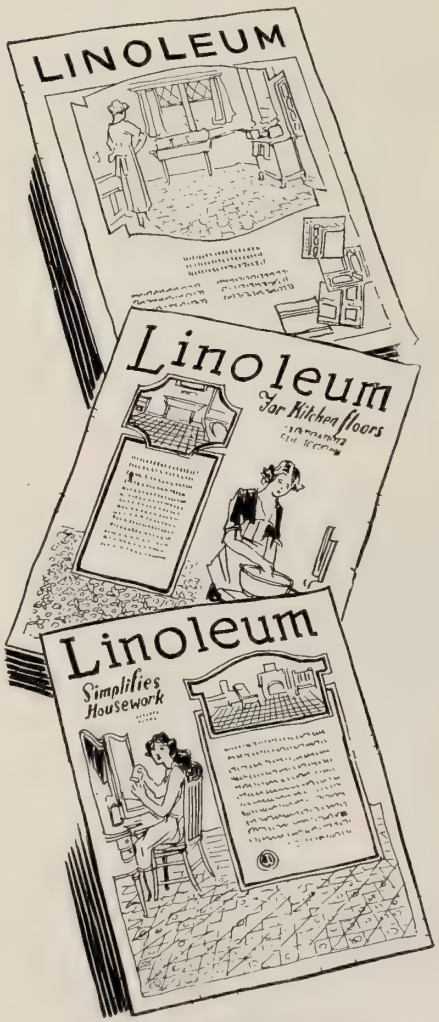
**SOUTHAMPTON, ONTARIO**

*Have you a copy of —our— catalog?*



No. 996 Table






*Advertisements like the above are sending business your way are you reaching out for it?*

# Two Pictures that Tell Their Own Story

The days of "Real Sport?"—(most of us recall them, but not always pleasantly)—have given way to an age of re-adjusted housekeeping in which floor-covering merchants play no small part. Merchants are, as a matter of fact, big factors in the distribution of household appliances and aids that women welcome.

## Linoleum and Linoleum Rugs

are a boon to the housewife, and the housekeeper of to-day, realizing this, is buying them freely. Probably she buys from you, probably from your competitor, but the merchant with the assortment gets the business.

Our new Linoleum Rugs are meeting with a ready response —have you seen our brochure, describing them? (Sent free on request.) And the advertisements we are continually running in magazines and farm papers are bound to make prospects for those who show and advertise these products at the present time.

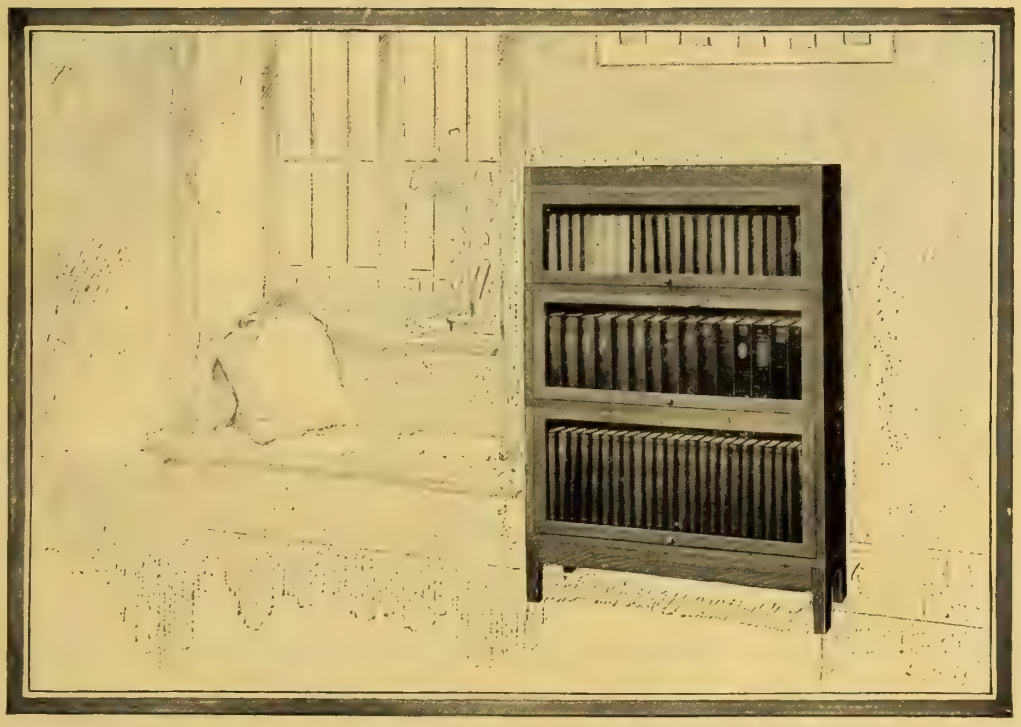
***Let us send you our Free Window Trimming Helps— Then your sales will show big increases— Write to-day***

**Dominion Oilcloth & Linoleum Co. Limited**
MONTREAL CANADA

DOMINION OILCLOTH & LINOLEUM CO. LIMITED · MONTREAL · TRADE MARK

STRATFORD FURNITURE

# New Creations in Sectional Bookcases



**Showing the New Universal Design**
In Quartered Oak, Imitation Mahogany, Imitation Walnut

ONE of the most pleasing features of the Globe-Wernicke line is its wide range which permits the dealer to reach every class and satisfy all tastes. This new Universal style is already becoming most popular, for it has many pleasing features in design and fittings.

***See the Complete Line at the Toronto Exhibition***

**The Globe-Wernicke Co. Ltd.**
STRATFORD ONTARIO

STRATFORD FURNITURE

Kroehler
DAVEN-O
The Invisible Bed Room



An

TORONTO EXHIBITION
Aug. 26--Sept. 9

Famous as Kroehler Furniture is throughout the continent, there may be some dealers who have never had the opportunity of becoming acquainted with the complete line. To these we offer a special invitation to come and make themselves familiar with its advantages. To those who carry it already we will be able to offer new suggestions in advanced creations.

The Kroehler Mfg. Co.
OPERATING KINDEL BED CO.
STRATFORD

STRATFORD FURNITURE

# Invitation—

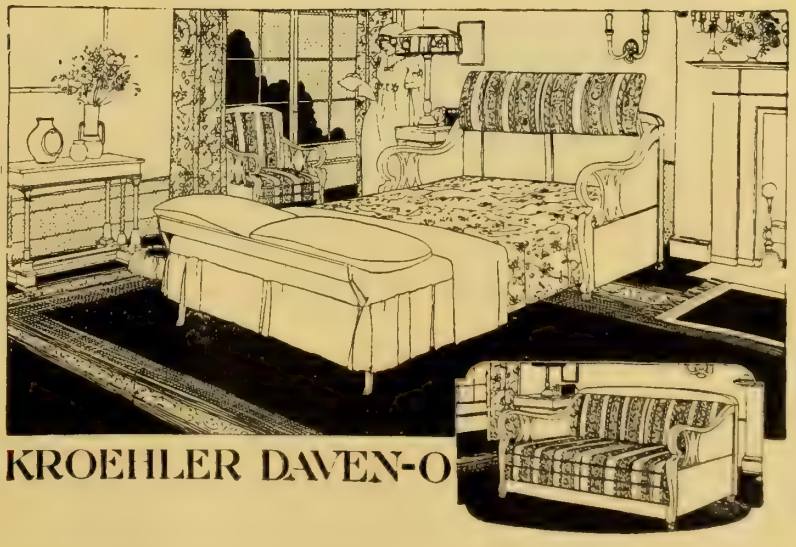
## *to visit us at our Exhibition Home in the New Arena*

The dealer who is not now handling the Kroehler line is neglecting an opportunity for increased trade and profits. Link up your sales effort with this nationally advertised product and take advantage of the demand already created. It will pay you to investigate.

These magazines are carrying advertising for the Kroehler Daven-O.

Saturday Evening Post
Delineator
American Magazine
Ladies' Home Journal
House and Garden
House Beautiful
MacLean's Magazine
Toronto Saturday Night

WE WILL ALSO HAVE OUR USUAL DISPLAY IN INDUSTRIAL BLDG. No. 3.



KROEHLER DAVEN-O

# Limited

LIMITED

ONTARIO

STRATFORD FURNITURE

# REED FURNITURE ON EXHIBITION

This ever-popular style of furniture has increased in favor immensely with both dealers and customers in the last year. The reason is to be found in its beauty and comfort obtainable at a very moderate price.

The ARENA Toronto Exhibition



Get all the particulars about this line

The Imperial line of Reed Furniture has been a genuine trade-builder for many dealers and an opportunity of examining the full line should not be neglected. This opportunity will be afforded in our display in the arena at the Toronto Exhibition. Come and get acquainted.

The Imperial Rattan Company Ltd.

STRATFORD, ONTARIO

STRATFORD FURNITURE

*At The Exhibition—*

The World's Easiest Easy Chair

ROYAL EASY CHAIRS

DAVENPORT BEDS

LIVING ROOM SUITES

A select display of these famous lines will be held in the Arena building of the Toronto Exhibition. A visit to our exhibit will well repay you for the time spent and you will be heartily welcomed. Full particulars on all lines will be obtainable there.



The Farquharson-Gifford Company

STRATFORD - - - - ONTARIO

STRATFORD FURNITURE


543

# SEE THIS BEDROOM

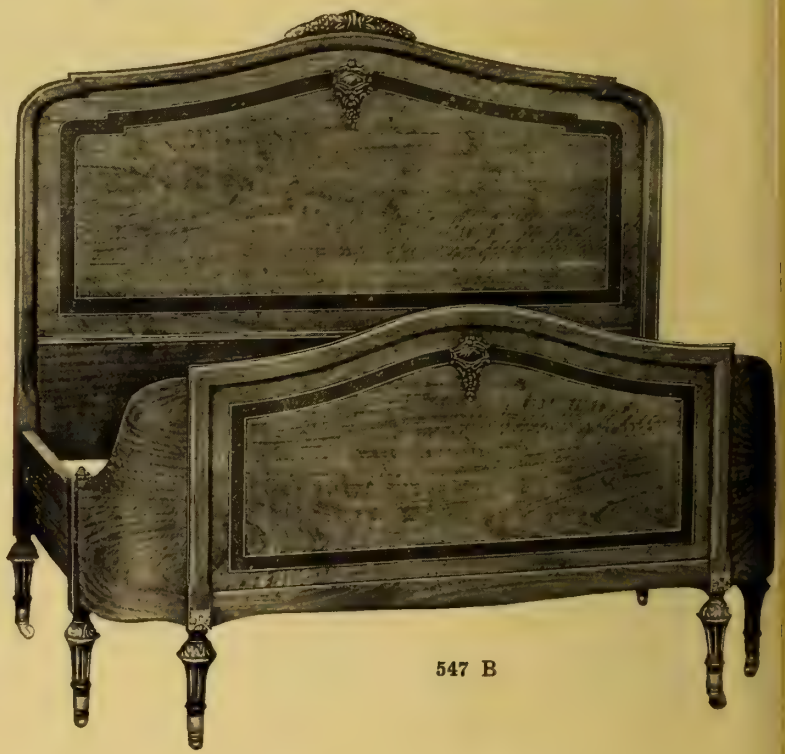

359


359 R

## DON'T FAIL TO VISIT OUR EXHIBIT

This charming bed-room suite (No. 540) is one of the most popular designs of the season. It is typical of the high standard of quality and craftsmanship which characterizes all McLagan products. Made in Walnut two-tone finish.

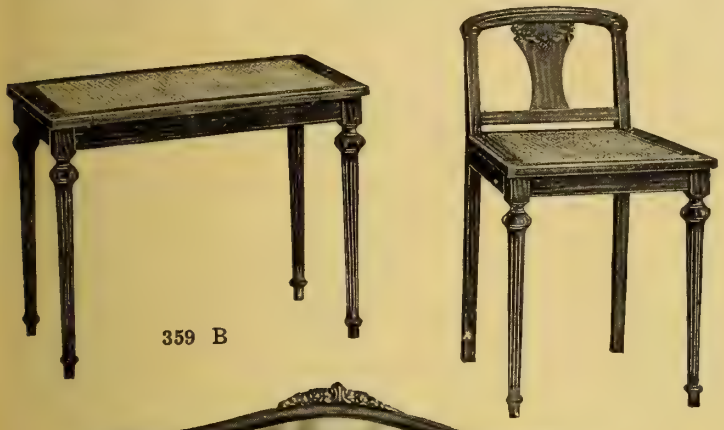
**Write for particulars**


547 B

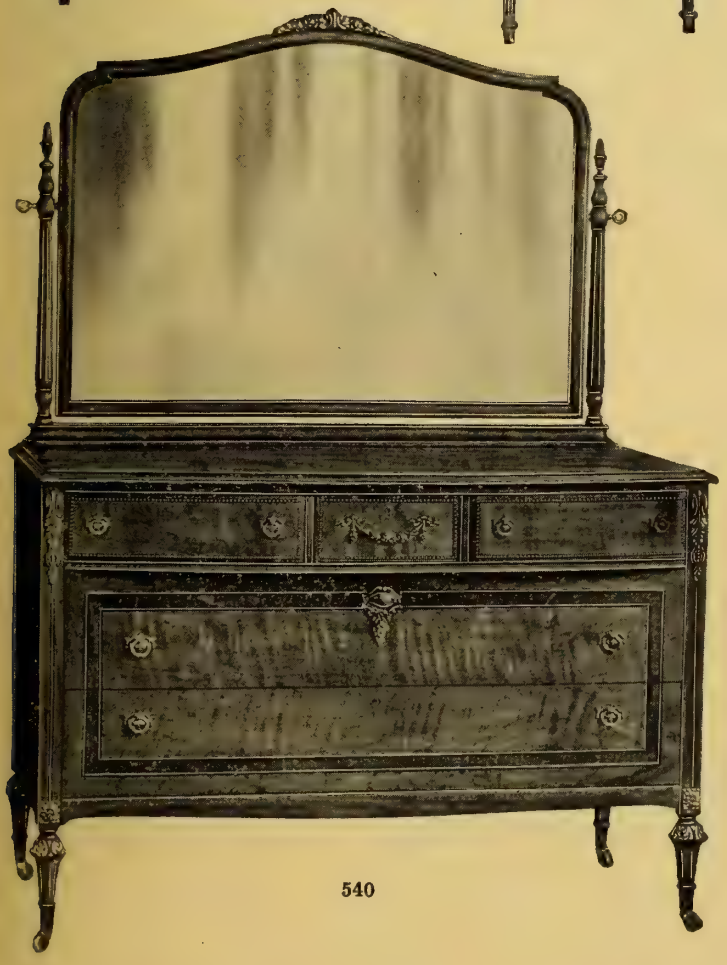
The McLAGAN FURNITURE
STRATFORD

STRATFORD FURNITURE

# HANDSOME SUITE ---



359 B



540



542

## AT THE ARENA TORONTO EXHIBITION

McLagan Furniture will be on display in the Arena Western Annex second floor. Dealers are invited to take advantage of this opportunity to become acquainted with all that is new in the furniture world. You are invited to make our display rooms your headquarters while on the grounds.

# COMPANY LIMITED

ONTARIO

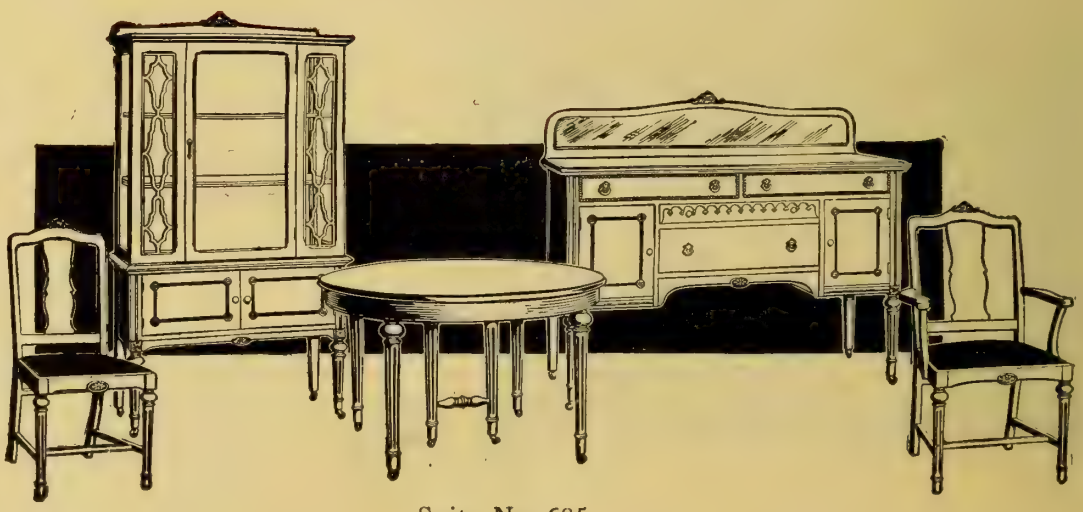
STRATFORD FURNITURE

# Well Worth

**TORONTO EXHIBITION**
**Aug. 26--Sept. 9**

We wish to announce an exhibit of our lines at the Toronto Exhibition, August 26 – September 9th. We have endeavored to make it the finest and most representative display of our furniture yet attempted. Situated in spacious quarters in the new arena, examination is greatly facilitated and dealers will find a visit most profitable.

May we welcome you?



Suite No. 685

## The Stratford Chair Company

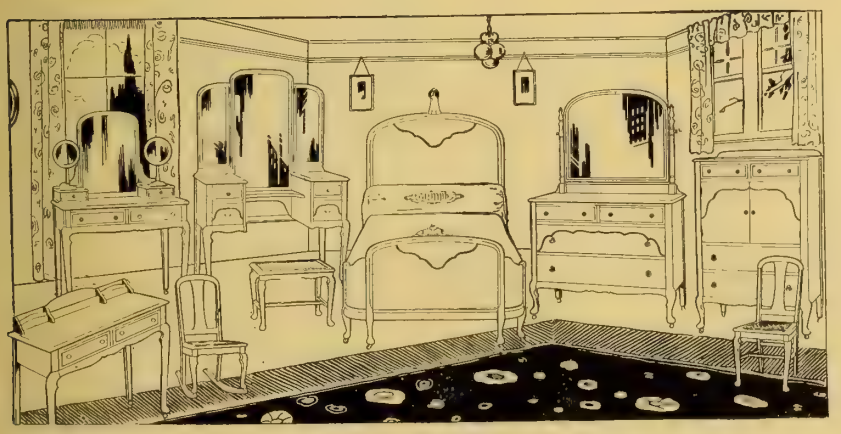
**Stratford - Ontario**

STRATFORD FURNITURE

# Visiting —

The high reputation enjoyed by Stratford Chair Furniture was not lightly won. Only by giving the utmost in craftsmanship, quality and design was it attained. The name thus won is being jealously guarded and the result is found in the confidence dealers everywhere repose in us.

FURNITURE EXHIBIT IN THE ARENA



No. 218

MEMBER HOME FURNISHINGS BUREAU, INC. 1924 BETTER FURNISHED HOMES MEAN GREATER HAPPINESS TRADE MARK REGISTERED

## The Stratford Chair Company

Stratford - Ontario

STRATFORD  FURNITURE

# Visit Our Display at the Exhibition

*The wide variety of our products will aid you in building trade*

We invite you to come and look over our new lines as well as old ones which will be on display in the Arena at the Toronto Exhibition. The wide range and variety of the Stratford line will enable you to serve your customers more completely and build up a more profitable trade.

## Furnishings for All Classes and for All Seasons

| NEW LINES | OLD LINES |
|---|---|
| Tea Trays | Folding chairs |
| Tea Wagons | Folding tables |
| Blackboards | Bookcases |
| Smokers | Umbrella stands |
| Childrens' Desks | Childrens' Furniture |
| Card Tables | Pedestals, Desks, etc. |

## The Stratford Manufacturing Co., Ltd.

STRATFORD - - - ONTARIO

# ART MIRRORS IN POLYCHROME

***New Dainty Designs***



No. 559
Mirror size, sheet or plate 7″ x 24″.
Overall size, 9¼″ x 36″.
Fitted 7″ x 9″ Hand.
Colored gravure.



No. 558
Mirror size, 6″ x 20″.
Overall size, 8½″ x 31″.
Fitted 6″ x 8″ colored print.



No. 557
Mirror size, 6″ x 18″.
Overall size, 8¼″ x 29″.
Fitted 6″ x 8″ colored print.



No. 556
Mirror size 6″ x 16″.
Overall size, 7½″ x 27″.
Fitted 6″ x 8″ colored print.

The "Art Mirrors" illustrated are nicely finished in antique gold and polychrome. The frames are richly embossed and suitably ornamented at tops and corners, and fitted with selected sheet mirrors. The pictures in the upper panels are from the Old Master series comprising about 20 different attractive subjects.

Art Mirrors are useful and highly decorative in the home. We have an extensive line at popular prices. Each mirror is in protective container.

## Phillips Manufacturing Co. Ltd. - Toronto, Canada

***"Pictures make your house a home."***

MOULDINGS · PICTURES · MIRRORS · FRAMES

***We are specialists in framed pictures.***



No. 2144

# Introducing
# A Suite of Exceptional Merit

This last addition to the Schierholtz line was created in answer to the demand for furniture of quality suited to the smaller rooms of the present day.

The suite is made in Solid Walnut in a pleasing design and upholstered with spring seat and padded upholstered back. Workmanship and material are of the same high quality that characterizes all our products and has made them ready sellers in the past. The above photograph gives but little idea of the beauty and value of this suite.

*Write for Particulars and Prices*

**THE SCHIERHOLTZ FURNITURE CO., LIMITED**

NEW HAMBURG - ONTARIO

# Where Quality Joins Economy



Buffet No. 220

Andrew Malcolm Company's furniture is exceptional on account of its exclusiveness, originality and popular price.

The same high standard in beauty of design and quality of workmanship is maintained throughout our line and makes it worthy of a merchant's unqualified recommendation.

*Designed by Craftsmen who are Originators*

## The Andrew Malcolm Furniture Co.

LIMITED

Kincardine Listowel

# GUARANTEED FELT MATTRESSES

We have been manufacturing felts for the mattress trade for years and have established an enviable reputation for fair dealing and reliability.

Owing to the fact that so much second hand material, such as old used mattress stock, is being sold as new material at a price much lower than new stock, we have been forced to go into the mattress trade to protect ourselves.

With the installation of the latest machinery for making mattresses and as we garnett our own felt we are in a position to guarantee our products.

We absolutely refuse to use any second hand or pulled mattress stock and all our mattresses are labelled and guaranteed new material only.

Prices and information cheerfully supplied.

Call and see our exhibit in the Industrial Building during the Canadian National Exhibition August 26th, to September 9th.

## The National Mattress, Felt & Batting Company

340 Gerrard Street East : : TORONTO

# CAPO MATTRESSES

(NOT KAPOK)

After months of endeavour we have perfected a process whereby our Capo mattress is as light as Kapok and should be a real selling proposition and excellent value for the price asked. It is not felted but made on the same principle as Kapok; retailing at about the same price as the wholesale price of Kapok mattresses.

We have a very handsome assortment of feather ticking which with the highest quality feathers procurable makes our line of pillows superior to anything we have ever offered.

Lambs-Wool, Kapok, Felt Mattresses, Pillows, Down Comforters, Cushions and Upholstered Box Springs.

When attending the Canadian National Exhibition, phone North 4500 and a motor car will bring you to our showrooms.

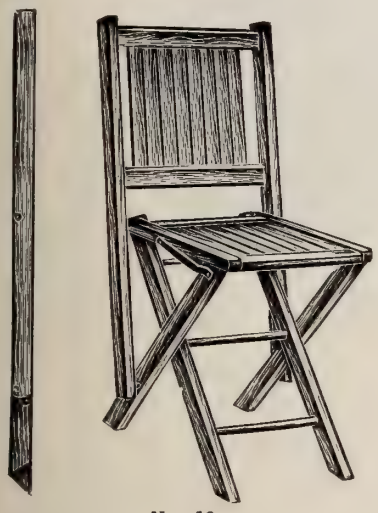
## The Canadian Feather & Mattress Company

LIMITED

TORONTO and OTTAWA

# NON-TIP FOLDING CHAIRS

## *Simple—Strong—Safe*



No. 16

Made from selected hardwood.

Strong steel stampings firmly riveted to frame.

Varnished Natural Color.

Fold Flat and can be piled closely.

Thousands used in Theatres, Halls, Schools, and for renting purposes.

Guaranteed to stand hard usage.

We also make Folding Canvas Cots, Camp, Card and Sewing Tables, Invalids' Bedside Tables.

Ask for catalogue No. 49.



No. 70

***Manufactured by OTTERVILLE MANUFACTURING COMPANY, LIMITED***
***OTTERVILLE — ONTARIO***

# Something New in Tea Waggons

This illustration, representative of our line, possesses those qualities of craftsmanship that distinguish Coombe productions from all others. Made in the regular Walnut and Mahogany finishes as well as hand decorated.

Our line of Tea Waggons, Chesterfields, Chairs, Desks, etc., always on display in our permanent showrooms.



No. 2251 Tea Waggon

See our range of decorated furniture for Fall trade. It will pay you to investigate.

## *The* F. E. COOMBE FURNITURE CO. *Limited*

Kincardine . . . . . Ontario



Chesterfield 82″ long, 37″ high, 33″ deep.

THE supremacy of Specialty Upholstered Goods is made plain in every piece. Design, construction and attention to detail combine to produce a product that stands first with both dealers and patrons wherever the line is known.

*A card will bring full particulars*

SPECIALTY UPHOLSTERING CO. - WATERLOO, ONT.

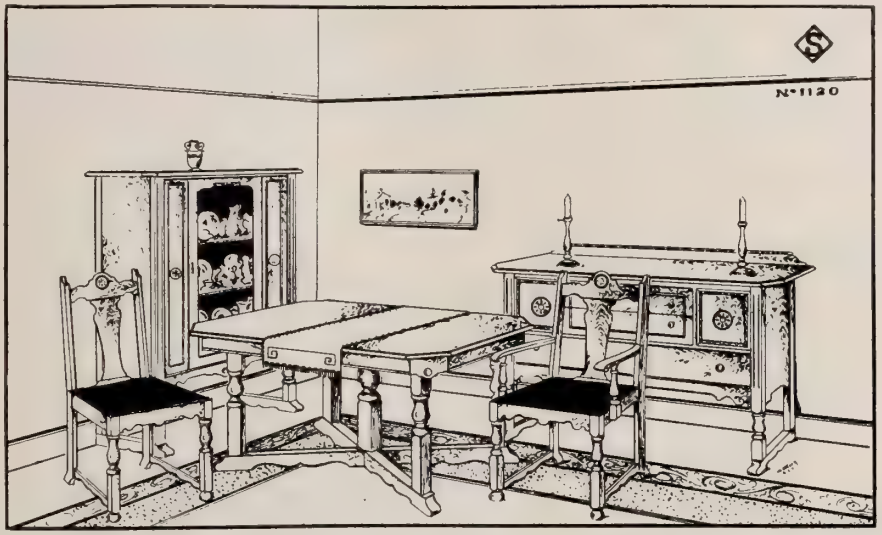
*Sell—*

"ARISTOCRAT"
AND
"WELLWORTH"
MATTRESSES

These are Trade Getters and Trade Builders, because satisfied customers always mean more business. These mattresses are attractive in appearance and containing 100 per cent. pure Java Kapok they are exceptionally comfortable, light, durable and sanitary.

***Other grades also manufactured. Let us know your wants; we can supply you to your satisfaction.***

The Standard Bedding Company -:- 27-29 Davies Avenue, Toronto




## The "1120"

# will make friends for your store

Every detail of construction and finish reveals that fine craftsmanship or which Strathroy Furniture has stood for years. The lasting satisfaction that comes with owning such a suite will mean increasing respect and friendship for your store.

And the moderate price at which you can profitably offer this Dining Room Suite will impress every customer who sees it with the remarkable value you are giving in furniture of such character and distinction.

MEMBER HOME FURNISHINGS BUREAU, INC. 1921
BETTER FURNISHED HOMES MEAN GREATER HAPPINESS
TRADE MARK REGISTERED

## The Strathroy Furniture Co.
LIMITED

**Strathroy :-: Ontario**

*Announcing the*

# Opening
of our
# New Show Rooms

**As manufacturers' direct representatives, we are showing samples of import lines of**

**Framed Pictures**
**Photo Frames**
**Mouldings**
**Mirrors**
**Pottery**
**Candles**
**Incense**
**Brass Ware**
**Candle Sticks**
**Artificial Flowers**

and many other items for the Gift Departments in Furniture Stores

WHOLESALE ONLY

***When visiting the Canadian National Exhibition we would be pleased to have you call and inspect our lines.***

## J. H. Walker, Ltd.

Suite 524 Foy Bldg., 32 Front St. West
TORONTO

Phone Adelaide 1522

# "Gendron"

***—the name tells the story***

There are several children's vehicle manufacturers in Canada. All of them can fill the frame with reed, but when it comes to a new creative design, graceful curve to the bendings, they are as helpless as a novice, and ninety-nine per cent. usually imitate our creations.

**We are originators** and infuse a distinctiveness in our goods—**Gendron** is always first in carrying out new ideas.

Mr. Buyer, as a guarantee of good workmanship and satisfaction to yourself see that our trade mark GENDRON appears on the goods you purchase.

**We are makers of**

***Genuine Reed Carriages*** ***Invalid Chairs***
***Reed Furniture*** ***Wagons & Sleighs***



Exhibition at Toronto

opens August 26th, for two weeks. Make our booth, No. 87 Industrial Building, or our factory, Duchess and Ontario Streets, your headquarters.

## The GENDRON MFG. CO.
Limited

TORONTO :-: CANADA

# LLOYDALETS

## Lloyd Loom Products



HERE is something new in the Baby Carriage world. It is a Baby Conveyance which can be used as a carriage or as a stroller. It is strong, light, low in price and just the thing which the women of today are seeking. It is particularly pleasing to mothers living in apartment houses, flats or in homes where steps must be mounted in entering. The Lloydalet is beautiful and popular. It is woven out of a single strand of wicker. Dealer should stock up at once.

## Heywood-Wakefield Co. Ltd.

of Canada

*(Successors to The Lloyd Mfg. Co.)*

Manufacturers of Lloyd Loom Products

Orillia - - - Ontario

# To Holders of Five Year 5½ per cent Canada's Victory Bonds

## Issued in 1917 and Maturing 1st December, 1922.

## CONVERSION PROPOSALS

THE MINISTER OF FINANCE offers to holders of these bonds who desire to continue their investment in Dominion of Canada securities the privilege of exchanging the maturing bonds for new bonds bearing 5½ per cent interest, payable half yearly, of either of the following classes:—

(a) Five year bonds, dated 1st November 1922, to mature 1st November, 1927.

(b) Ten year bonds, dated 1st November, 1922, to mature 1st November, 1932.

While the maturing bonds will carry interest to 1st December, 1922, the new bonds will commence to earn interest from 1st November, 1922, GIVING A BONUS OF A FULL MONTH'S INTEREST TO THOSE AVAILING THEMSELVES OF THE CONVERSION PRIVILEGE.

This offer is made to holders of the maturing bonds and is not open to other investors. The bonds to be issued under this proposal will be substantially of the same character as those which are maturing, except that the exemption from taxation does not apply to the new issue.

Holders of the maturing bonds who wish to avail themselves of this conversion privilege should take their bonds AS EARLY AS POSSIBLE, BUT NOT LATER THAN SEPTEMBER 30th, to a Branch of any Chartered Bank in Canada and receive in exchange an official receipt for the bonds surrendered, containing an undertaking to deliver the corresponding bonds of the new issue.

Holders of maturing fully registered bonds, interest payable by cheque from Ottawa, will receive their December 1 interest cheque as usual. Holders of coupon bonds will detach and retain the last unmatured coupon before surrendering the bond itself for conversion purposes.

The surrendered bonds will be forwarded by banks to the Minister of Finance at Ottawa where they will be exchanged for bonds of the new issue, in fully registered, or coupon registered or coupon bearer form carrying interest payable 1st May and 1st November of each year of the duration of the loan, the first interest payment accruing and payable 1st May, 1923. Bonds of the new issue will be sent to the banks for delivery immediately after the receipt of the surrendered bonds.

The bonds of the maturing issue which are not converted under this proposal will be paid off in cash on the 1st December, 1922.

W. S. FIELDING,
Minister of Finance.

Dated at Ottawa, 8th August, 1922.

## The Washing Machine "De Luxe" At a Popular Price

"COLONIAL MAID" WASHES BETTER

**Blue Bird**

ELECTRIC CLOTHES WASHER

## The Washing Machine with the Largest Dealer Profit

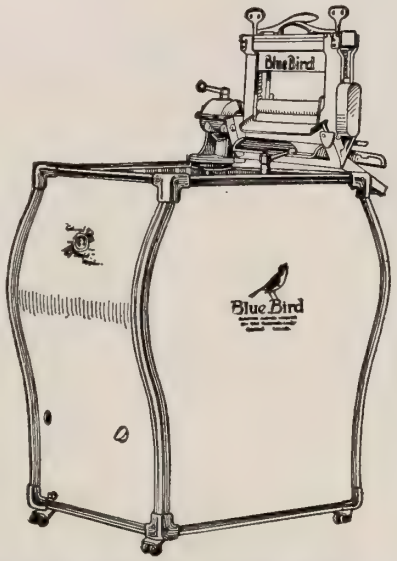
*Fully Guaranteed—Minimum Service*

Perfect construction and beautiful appearance.

"Bluebird" dominates the washing machine field, by reason of its proved efficiency.

Bluebird dealers with the exclusive territory privileges we give, dominate their particular market.

Manufactured from start to finish at Brantford, Ont. by,




The ideal machine for the furniture dealer.

An artistic piece of kitchen or laundry furniture.

Not a single part of the machinery is visible.

Ask us if your territory is still open, and we will send you full details of our sales plans, advertising co-operation, resale work and time-payment financing—Write now.

**BLUEBIRD CORPORATION LIMITED** BRANTFORD Ontario

# Advantages That Help You Build Sales

It is easy to sell a bed spring like the Luxury—It has talking points that at once arrest the customer's attention.

**108 springs on standard size bed, each spring has 13 coils extra heavy enamel finish, unqualified 25 year guarantee**

The comfort and ease of Luxury Bed Springs mean satisfied customers. To sell Luxury Springs is an asset that builds future business.

***Write us for prices and discounts***

## RUDDY MANUFACTURING CO. LIMITED

**BRANTFORD : : ONTARIO**

*We manufacture Bed Springs in every style for all purposes, besides the celebrated Sellers Kitchen Cabinet*



No. 950 Chair

# Mundell's Furniture

*Makes Friends*
*and*
*Friends make Customers*

Artistic designs, attractively finished, with quality in every part very well sums up the high standard of our lines that instantly appeal to seekers of GOOD FURNITURE.

**Chairs for every occasion,**
**Fancy Rockers,**
**Living Room Suites, Tables,**
**Smokers' Stands, etc.**

JOHN C. MUNDELL & COMPANY
Limited
ELORA - - ONTARIO

# Selling Satisfaction



99A

## Every Sale Makes a Friend

There is real satisfaction in selling Ball Furniture for you can guarantee its quality to be as high as its appearance is attractive. Every sale made ensures continued patronage from your customer and a closer friendship between the community and your store.

*Write To-day for Particulars.*



99

# BALL FURNITURE Co., Limited

HANOVER, ONTARIO

FURNITURE WORLD

Hugh C. MacLean Publications Limited
Toronto Montreal Winnipeg Vancouver

Andrew D. MacLean, Editor

VOLUME XII AUGUST, 1922 Number, 8

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**Subscription price is two dollars per year.** **Advertising rates furnished upon request.**

BUSINESS WEATHERVANE

"It is noteworthy that the June improvement took place during the third month of the coal strike, and with the Northern cotton industry still suffering from labor trouble of long duration. Advance under such conditions shows clearly the impetus of the forces making for progress, and warrants the expectation of an acceleration of the upward movement when these retarding factors are removed." Harvard Economic Service.


# *OCCASIONAL FURNITURE*

***As a "Home Furnisher", do you make the most of the opportunities provided by the large number of new homes being built, the great number being remodelled, or the Fall "House Cleaning" period? This Fall will provide exceptional opportunities, for which you should provide.***

***"Occasional" furniture is again coming into its own. An odd chair, a chesterfield, table, desk, console, lamp, tea-waggon, or any of the large number of occasional pieces of furniture we make, will many times add a fresh note in a home, which will bring delight to the home-maker.***

***Here again, merit must be the appeal, for in occasional furniture, the scrutiny is thorough. Each piece must not only be designed correctly, but the design must be completed by real craftsmen.***

***A window display of "Baetz" Occasional furniture and lamps at this time should be a great help in assisting the home-maker in selecting these occasional pieces. Do not rely on "Suite" furniture alone. "Occasional" furniture, well featured, brings many additional sales and good profits.***

***Ask to have one of our salesmen call. He will be glad to show you these lines, and to assist, if you wish, in featuring them.***

***Three shops—each specializing in its own line—are at your service—***

***Anthes Baetz Furniture Company, Limited***
*Dining Room and Chamber Furniture*

***Baetz Brothers Furniture Company, Limited***
*Furniture for the Living Room*

***Baetz Bros. Specialty Company, Limited***
*Portable Electric Lamps and Shades*

***Each of these Shops specializes in its own line, but each has the same ideal—"Quality" and "Character".***

*Kitchener, Ont., August 1922.* *Managing Director.*


APPRECIATION

Visitor, to little Bobbie—"Such beautiful furniture you have in this room Bobbie."

Bobbie—"Yes, I think the furniture man likes it too, for he keeps calling."

# THE EDITORIAL VIEWPOINT

EVERY encouraging sign from the viewpoint of the furniture industry—and indeed from the viewpoint of industry as a whole—is the large volume of building work which has been carried out in Canada during the first six months of the precent year. Starting with the small total of $8,392,600 in contracts awarded during January, the statistics show a swiftly rising increase which reached a total of $35,620,400 for June. The following figures (contracts awarded) show the propress that has been in building construction since the beginning of the year:—

| | |
|---|---|
| January | $ 8,392,600 |
| February | 10,718,300 |
| March | 13,465,000 |
| April | 29,428,400 |
| May | 34,827,300 |
| June | 35,620,400 |

It is in the construction of homes that furniture men are, of course chiefly interested. It will therefore make them sit up and take notice to learn that home building, in particular, has been progressing at a phenomenal rate during this year. Here are the figures for the first six months. (contracts awarded):—

| | 6 months total | Percentage. |
|---|---|---|
| Residential | $53,435,300 | 40.3 |
| Business | 39,660,900 | 29.9 |
| Industrial | 10,050,700 | 7.6 |
| Public Works and Utilities | 29,305,100 | 22.2 |

The relative increase in the volume of home building during the past five years, as compared with other classes of construction is quite remarkable. Expressed in percentages it is as follows:—

| | Residential | Business | Industrial | Public Works and Utilities |
|---|---|---|---|---|
| 1918 | 14.7 | 26.2 | 39.0 | 20.1 |
| 1919 | 24.7 | 31.4 | 30.0 | 13.9 |
| 1920 | 21.4 | 33.7 | 25.3 | 19.6 |
| 1921 | 31.9 | 35.3 | 6.9 | 25.9 |
| 1922 6 months | 40.3 | 29.9 | 7.6 | 22.2 |

During the month of July there were contracts let for 1,992 homes in Canada, at a total value of $9,347,600. Real estate men and builders report a continued brisk demand during the present month for homes already built. The outlook therefore is for a big fall season in the furniture industry. Most of the homes for which contracts have been awarded this year have yet to be furnished, and every live furniture dealer will be watching the contracts awarded in his locality, the progress on the houses under construction, and the sales to prospective home owners, and following up to the psychological moment, when the time is ripe to approach the owner with regard to the purchase of furniture. Here is business, great chunks of it, for the man who is live enough to take hold of it.

## Investing at 36 Per Cent.

Suppose a business man in whom you had perfect confidence walked into your office some morning and asked you to lend him $100. at 36%. Suppose a man to whom you owed $100. came in and said; "if you will pay me right now, I will discount it at 36 per cent." If your conscience did not prick you, you would jump at either offer, and if you did not have the money in your pocket or in the bank, you would make arrangements with the bank to loan you the necessary money for 6½ or 7%.

This in effect is the offer your manufacturer or jobber makes to you with every account he renders on a basis of 2%, 10 days, net 30 days. If you accept his offer you are making 36% on your money. If you do not accept his offer you are doing what is equivalent to paying 36% yourself in the meantime.

It is a rather remarkable fact that a very large number of furniture dealers do not take advantage of this splendid opportunity to make their money work for them. It is poor business to neglect these discounts, and excellent business to take advantage of them. As a matter of fact the rate offered is so high that certain manufacturers are considering the advisability of reducing the 2% to 1%, which would be still equivalent to allowing a discount of 18%.

Just consider for a moment what this may mean in a year. Suppose a dealer were doing business in a small way and his accounts amounted to only $100. a month; his monthly discounts would be $2., and his yearly savings from this source $24. Here is a case where a man with $100 capital, turned over every month, makes 24% on it, merely through taking his discounts. A turnover of $1,000 a month would yield in the same way, a profit of $240 a year.

There is no other source of income that yields so high a return to the merchant as this opportunity of discounting his bills. Never fail to take advantage of it. It is important enough to represent the difference between success and failure.

Some one may ask how the 36% is obtained. It works this way; 2%, 10 days net 30 days, means that your bill of $100 is due 30 days from to-day. You are allowed 10 days of grace, and if at the end of 10 days (or at any time during that period) from the date on your invoice you are in a position to pay the bill you get a discount of $2. i.e. you pay $98. That $2 represents interest received for a period of 20 days, which is at the rate of $36. for 360 days.

## The Problem of Getting Customers and Holding Them

# How Schreiters, Kitchener, Solved It

### Live Advertising Methods that Reach the Individual Bring Prospects to the Store—Attractive Merchandise and Complete Service Make Customers—Newly Established House Furnishing Dept.

It is refreshing to visit a wide-awake, rapidly-expanding business house, where all the earmarks of growth and progress are evident to the observer—not necessarily a concern where the manager is continually "tearing things loose" while the employees fuss about their work in nervous haste, but a concern where there is an atmosphere of enthusiasm and where one can see that the chief and his staff are putting both their energy and their imagination into their work. Such an organization is Schreiters, of Kitchener, Ont.

#### Making the Windows Pull

Schreiters have a handsome store, as the accompanying pictures will show—which may perhaps be considered the first essential in the furniture business. Look at the windows. They are of a size that permits wide scope in the matter of display, each being as large as a good sized room. This permits using the furnished room effect to excellent advantage, as had been done with the window to the left of the entrance. This window is panelled in with beaverboard which is papered in a very pretty pattern, and the false window is draped with handsome curtains. A fine Axminster rug covers the floor, and an attractive walnut dining room suite is artistically arranged in a manner that will appeal to every home-lover's eye. There is a semi-indirect electric fixture suspended in the centre, and in addition two wall fixtures. Nothing, indeed, has been omitted that would be found in the average well-furnished dining room, and the whole effect is so pleasing that the passer-by has simply got to stop and look.

In the window on the right a different appeal is made. There is a special selling of eiderdown quilts—which exemplifies the policy of Schreiters in offering complete service in the furnishing of the home, of which more anon. This window also is arranged so that it can be easily walled in for the purpose of making a furnished room type of trim, but the firm believe in keeping the interest in their windows alive by variety and by diversifying the appeal to reach different kinds of people. One prospect may be attracted through his artistic sense, his love of the beautiful, another through his economic sense, his intinct for bargains—and one man's money is as good as another's; therefore give them all something to please them.

The interior view gives an idea of the size of the store. The firm are at present using three floors—the basement, first floor and third floor. The second floor is rented for club purposes to another concern, but it is the intention to take it over shortly. The picture shown is of the main floor, where are exhibited high-class dining room, living room and bedroom suites and various lines of ornaments. The manager's office and general offices are at the rear, and right over them, on a mezzanine floor, is a phonograph department, occupied by the Phonola Company of Canada. The Phonola people operate the department themselves, renting the space from Schreiters, and a big business is done in both machines and the records. This works out to the advantage of Schreiters, apart from the financial return in the form of rental, as it continually brings new customers into the store, who may see some article of furniture that they will pick up and who, in any case, will know the store and will be inclined to come back to it for any of their requirements along this line.

In the basement, kitchen and bedroom furniture is carried, and on the third floor, the house furnishings, grass and wicker furniture, babies carriages and go-carts, etc.

#### House Furnishing Department Makes a Hit

The reader will have noted that Schreiters carry a wider range of goods than is usual in the average store in the medium-sized town. Their policy, as mentioned, above, is to offer their customers as complete service as possible in furnishing the home. In line with this idea, the second floor of the building, which is shortly to be taken over, will be devoted, principally, to a house furnishings department. This department, at present on the third floor, is this year being operated for the first time since 1914, the outbreak of war, and the firm report that the business done in all the lines represented—linoleums, rugs, draperies, window shades and so on—has been so phenomenal that they have decided to place more emphasis upon it by giving it the extra space. When it has been established on the second floor next spring, they aim to make it second to none in Ontario. A feature which it is planned to include in the department will be provision for furnished room displays, for the purpose of portraying to the customer just how the goods will appear when actually installed in his home, and giving him suggestions on color schemes, lighting effects, room arrangement, and so forth. The firm is equipped to do their own measuring, cutting and fitting of draperies and go right to the home of their client and give him advice on what will best meet his needs. They are considering the advisability of adding wall paper to their other lines when the furnishings department is enlarged, thus enabling them to offer an even more complete service. In carpets, they carry both Canadian and British makes, in Brussels, Axminsters and Wiltons, The demand for the piece goods, they state, is very limited, but rugs are a live line and make a rapid turnover.

#### Profitable Side-lines

The management of Schreiters always keep in mind that their primary aim should be to sell furniture, but at the same time they believe that the greater the number of lines they can legitimately

# Three Views of Schreiter's Store







Illustration at top of the page shows an interior view of Schreiter's Store, looking toward the rear. One of the spacious display windows is shown in the centre, featuring eiderdown comforters. Another splendid window display—in furnished room effect—is illustrated in lower cut.

carry, **for which there is a demand,** the greater is their opportunity for increasing turn-over in proportion to overhead. An idle salesman is a liability, while he remains idle and in the furniture business, where the sales are relatively small in number and the demand is quite variable, it is a problem to keep the salesmen busy on productive work all the time. It is therefore profitable to round out the stock with goods which have the element of newness about them or which are particularly tempting to the eye. There are certain goods for which demand can be more readily stimulated due to the fact that, being comparitively recent introductions, a large part of the field for them is still virgin, that is to say, there are a great many homes in which they have never yet been used. Various electrical goods, for instance, come in this class. Take the washing machine. What a saving of labor it would effect in a large number of households which as yet have never had any experience with electric washers. Schreiters carry the Bluebird machine and push it strongly with very profitable results. Then there are electric table and floor lamps. These are very attractive goods and can be used to great advantage in the average den, living room or library. They are what might be called "useful luxuries." The company carry many varities of these lamps and find them good sellers. As accessories to them, they carry a wide selection of silk and parchment shades and make it a point to always have something new and attractive to show. The lamp displayed in their window at the moment as seen in the picture has a shade of remarkable beauty, in parchment overlaid with ground glass.

### Novelties That Attract

In the ornamental line, they stock many exclusive novelties, including art glassware, and pottery, imported from France, England and Japan. Polychrome ornaments form another attraction which makes a well-nigh irresistible appeal to the lover of the beautiful. The actual sales in these goods do not run up into very large figures, but they help to make the store attractive and are very helpful in display as a means of setting off the larger articles of furniture to the best advantage. The demand for them is largely for wedding and Christmas gifts.

Vacuum cleaners and carpet sweepers are of course stocked and sell readily, being an indispensible accessory in a store which carries carpets, rugs and upholstery.

And while catering to the parents, it has also been found advantageous to provide for the needs of the youngsters. Schreiters make quite a feature of their children's department, where the parent can secure a wide selection of all such articles as baby carriages, go-carts, strollers, kiddie coops, baby walkers, baby swing developers, cribs, etc.

### Getting After Business

Schreiters have the goods, but they don't just sit around and wait for people to come and buy them. They "get after business," which to our knowledge, is the one best means of getting it. Mr. W. J. Todd is the advertising man and he believes in the personal touch, or perhaps the personal punch would express it better. Anyhow he doesn't just insert ads. in the newspaper and expect the town to come flocking as a result. First, he figures you must have real inducements to offer them, and second, if they don't come for the written invitation you must get out and call on them. Price is a big factor in selling furniture to-day. People don't buy first and investigate afterwards, as they did some years ago- they now investigate before they buy, and in Kitchener, where the industry is established, they're not easily fooled on furniture values. If you offer them a bargain, it's got to be a real bargain. And real bargains, Mr. Todd says have been a very effective means of bringing people to the store—and when you have got them in the store, it's the salesman's opportunity to sell them more than they actually came with the intention of buying. The firm is running an August furniture sale at the present time, backed up by special newspaper advertising and window display, and the results up to the time of writing have been very favorable.

### The Personal Touch

Getting after prospects personally has been productive of business. Schrieters keep a close watch on the building permits issued and the announcements in the social column regarding engagements and coming marriages. When a new home is approaching the point where it is time to think about its furnishings, they look it over and size up its probable requirements. Then they call upon the owner and offer their services. If he or she desires any advice they are ready to give it and to go ahead and make the house a home. They find that in the majority of cases, people are pleased to be called upon in this way and a great many large sales are made just by following them up diplomatically, and by being able to offer really constructive suggestions to the prospect regarding ways and means of making a comfortable, attractive home. But the salesman doesn't just happen to know these things; he's got to find them out and to this end, Mr. Todd, states, he has found the articles in the trade magazines very valuable. Helpful suggestions are also to be found from time to time in the women's magazines, such as Ladies' Home Journal, Good Housekeeping, etc.

In dealing wih the public, the firm follow the policy of going the limit to please the customer. Anything he asks, in reason, in the way of refunds or exchanges will readily and cheerfully be granted. Goods are of course sold on credit, the larger part of the businness is done on a cash basis, the proportion being about 40 per cent. to 60 per cent. Conditions in Kitchener are quite good, with prospects of continued improvement, and there is little difficulty with collections. There have been a large number of new homes built this year, and many more are now in course of construction, so that the management of Schreiters look forward with equanimity and optimism to the Fall trade.

**The question of most vital interest, however, is whether or not the period of greatest stress is behind us. A decreasing total of failures in the United States duirng the successive months of the present year would seem to indicate a definite improvement in conditions. Canadian figures disclose a similar situation, in spite of the extremely high business mortality rate during the first half of the year. The record of solvency during the second quarter is an improvement over that of the first quarter.—Royal Bank of Canada.**

# Here's Another Customer for You!

## Have You Calculated the Purchasing Power of "His Majesty." A New Canadian Baby Every Two Minutes

What is a baby worth to the furniture man as a customer? How many babies in your neighborhood?

Have you ever figured out the answers to these two questions?

Every parent takes pleasure in whatever pleases his child. The majority of parents will endure hardships themselves in order that their children may be happy and properly entertained and educated.

It follows that many of the humblest homes, today, have a room that is given over almost exclusively as a play room. This is not only a concession to the children but a convenience to the parents for it is at the same time a storage area where all sorts of toys and playthings are segregated.



Now what do we find the parent buying his child? A cradle, of course, to begin with, or a bassinet, generally on a stand or wheels; also when he is a few weeks old he must have a carriage. While he is in the crawling stage something in the nature of the kiddie coup, or perhaps a folding yard, is a great help to the tired mother—the kiddie is happy and you know where he is. Then he begins to "feel" his legs and a baby "walker" is in demand. About this time, or before, a porch gate will save the parents many weary steps. Now he begins to sit up at the table for his meals and a high chair is essential. Other chairs are also requisitioned—a nursery chair, rocker, etc.

Then he wants his own little table and chairs and finally he graduates into the great class of toy users—rocking horses, hobby-horses, kiddie cars, automobiles, dolls' carriages, dolls' sleighs, sleighs for his own use, black boards and dozens of other items. Accessories all along the line such as wardrobes, workstands, tables and chairs for various purposes, swell the demand created by "His Majesty The Baby."

There is a double appeal the dealer may make, and ought to make, in handling childrens' furniture. First, there is the pleasure all these things will give the child. Second, there is the labor-saving element involved for the tired mother. Most young fathers are solicitous of the mother's health and will do anything in their power to relieve the strain incident to the care and up-bringing of young children. There is no need to offer excuses for urging the purchase of labor-saving furniture.

### How Many?

So much for his needs. Now do you know how many there are of him? And do you know where to find him?

It is a common practice among retailers of shoes, clothing, hats, sporting goods and such things to keep a close "tab" on the youth of the district, from 0 years old to the time of leaving school, and supply them and their parents with timely information regarding the various items of stock carried to supply their needs.

They watch the birth announcements, the school class reports, the school sporting results and so on. In a dozen different ways they endeavor to enlist the "co-operation" of the children. They try to make the children like them, like to come into their store—remembering that not only are they, to some extent, immediate customers, but that they constitute the real buyers of a few years hence.

It may be that furniture dealers in some localities, also follow this course but one rarely hears of it and conversation with some of them would lead one to suppose that the children are not an asset worth cultivating. This is a mistake.

Try tabulating a list of the various articles of furniture suitable for children up to 10 to 12 years and then prepare a list of youthful prospects in your town or district. You will be surprised at the sum total of business it opens up in prospect.

### A Nursery in Your Store

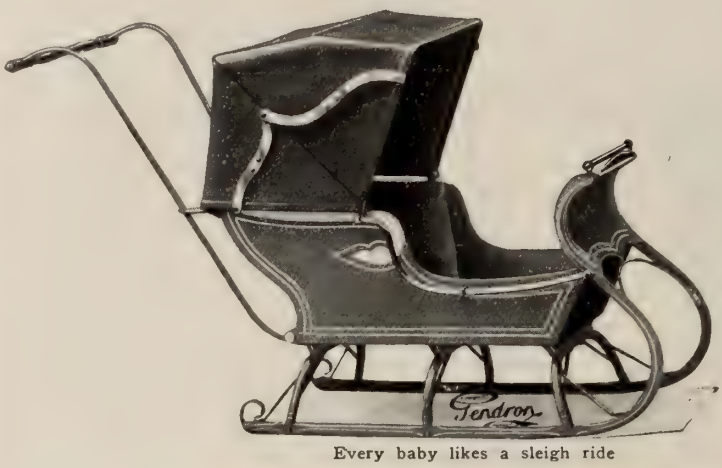
Why not a "nursery" in your store, fitted with every item of furniture that could delight a child's heart and add to its health and comfort? Even if if you only arrange it as a temporary affair, it should serve more than one useful purpose. If it is proper-



**No. 42950—"On Dreamland's Border"**

One of a number of attractively framed Baby pictures stocked by Phillips Mfg. Co., Toronto—Very suitable for nursery or bedroom

# *Sell them to the New Customer*




Every baby likes a sleigh ride



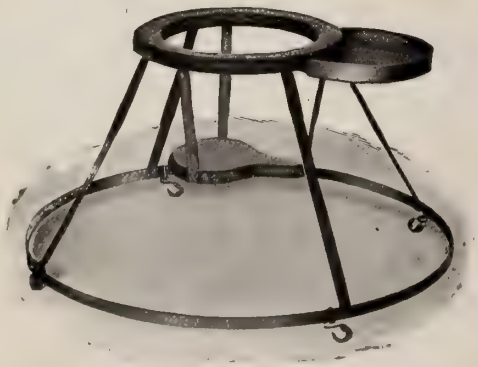
A Gendron Design



Some types shown by the Brantford Willow Works



Rapid transit in the nursery



A "Gendron" Walker



Cradle by St. Lawrence Furniture Co.

ly advertised, parents will come to see it, out of curiosity, if for no other reason. And before they know it, they'll be "sold" on some new and interesting idea you have introduced. They won't be happy until Jimmy gets it—Jimmy won't let them. You can pick up suggestions from very many sources—magazines, the movies, the homes you visit, and the children themselves. If you want to please the parent, please the child, and if you want to please the child, study it, get into sympathy with its interests, try to put yourself in its place and understand its motives and its viewpoint.



**The furnishing of the nursery should be attractive and suitable**

"Oh, Gee! Mother Isn't that great? Can't we have one in our nursery?" If you can draw exclamations like that from the youngsters, through the merchandise you exhibit and the way you exhibit it, you're on the way to make sales in your children's department.

And there's another strong reason why a "nursery" such as we have suggested should prove a profitable scheme from the furniture dealer's point of view. You are starting along a line which other stores are likely to follow. Are there children's departments in any of the stores of your town? No doubt there are, or at least something that passes for it. All over the continent we find there is a development in this direction. Shoe stores and garment stores everywhere are beginning to make a special bid for the juvenile trade. In many instances most elaborate juvenile departments are being installed, fitted with children's chairs, children's tables, swings, rocking horses, toys and what-not. Sometimes we find these are arranged just as playrooms where the youngsters are kept occupied and amused while the mothers do their own shopping. In other instances, they form part of the department where juvenile goods are sold.

### Furniture for the Other Trades

By a little judicious suggestion and solicitation you may pick up some nice business in equipping children departments in the stores in your locality. If you have the merchandise and the ideas and can show any live business man wherein it has helped you, and how it can be made to build trade for him, you won't have much difficulty in persuading him to invest a little money, or perhaps a considerable amount. More than likely, if it hasn't already happened, you may have Brown of the shoe store coming around looking for service just along this line, but if you haven't got the thing worked out beforehand, you'll miss half the sale. He'll probably buy a few kiddies' chairs from you and let it go at that—just enough for a sort of makeshift department. On the other hand if you can visualize a really snappy arrangement with all the details and accessories, you've probably got his business right off the bat. Give the idea a little consideration. It's worth thinking over.

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A. A. Fournell of Cornwall, Ont., known to the furniture trade for several years, has recently remodelled his premises and made quite a wonderful change taking in every available space. Mr. Fournell only started in a very small way in 1915, and by steady progress and plenty of hard work he is now the proud possessor of a well stocked store and show rooms.

# An Attractive Living Room



*Courtesy Daly & Morin*

***A Treatment that Lacks all Appearance of Ostentation and Overcrowding. Every New Home Should have the Co-operation of the Furniture Dealer. His Advice on Color Schemes, Wall and Ceiling Designs and General Arrangement Should be Recognized as Invaluable.***

# *Something More Ornate*



*Courtesy Daly & Morin*

***Another Homey looking Living Room with more Decorative Arrangement. The absence of Ceiling Lights in both cases is noted. The Oblong Shape of Room always seems to lend itself to more Homelike Decoration unless the Space is very Limited.***

# The Rapid Rise of J. Levinter

## Six Short Years Ago He Started With Few Hundreds—Today Owns a Store 40 x 90—Service and Honest Dealing

To-day, as always in the past, the retail furniture business is a fertile field for the man of energy and determination. We hear of dealers starting out in life with very little capital and achieving success early in life and among such may be listed Mr. J. Levinter, who started his career in the furniture world as a boy with his father, and continued to assist him until he was a few years over his teens, when with only a few hundred dollars in his pocket he decided to rent a store on 1169 Bloor Street, and set up business for himself. There he worked for two years, selling all kinds of furniture, **bearing in mind that service to his customers and honest dealing, at all times, were the prime factors.** Finding that his trade was increasing, and that he had made sufficient money to buy the building he was occupying, he bought it, and two years later he purchased the premises next door, thereby increasing his store from 20 ft. by 50 ft. to 40 ft. by 50 ft. When our representative called to see him the other day, he found that he had extended his store a further 40 ft. in depth, giving him a total floor space of 40 ft. by 90 ft.—all owned by him. He was just then busy getting ready for his sixth anniversary sale, which was successfully held on August the 11th.

Mr. Levinter carries a large stock of medium and high grade furniture—all purchased from leading manufacturers in Canada—which constitutes his principal line of business. But he also deals considerably in toys, especially at the Christmas season, when he has a very large turnover. His other merchandise for home furnishing are: washing machines, gramophones, electric light fixtures, linoleum, kitchenettes, carpets, stoves, etc.

The store is a solid brick building throughout, with hardwood floors. It is well illuminated artificially, for the evening, and has ample window light for the day. Ventilation is good, having a cross draft. A large illuminated sign decorates the front.

His accounting system is modern and up-to-date, with a full set of books; his wife assists him in this department. All goods are sold on strictly cash terms.

The lay-out of the store consists of two wing aisles and one in the centre, so that a customer is enabled to view all the goods easily. There are two large plate glass windows, behind which is a slightly raised platform for showing off any special window display.

All goods are delivered by an auto truck, kept for the purpose. Mr. Levinter does his business chiefly in his own locality, which is a good one, but he also sells furniture to people living in other parts of the city.

Mr. Levinter appears to have solved the problem of carrying on a house-furnishing business at a profit. He says the secret is hard work, close attention to business, and a good accounting system.

# Montreal Retailer Profits by Experience

## Classify Your Display—Advertising is Good if Persistent—Give Value and Service

"In my opinion," said the manager of a large Montreal furniture store, "imagination is essential to successful salesmanship. By that I mean that one should endeavor to picture the mental attitude of a possible customer, and to so direct the sales talk as to meet that attitude. Surroundings of a store have a strong influence on retail business. The more home-like they can be made in a furniture store the better. The ideal method of laying out a store is by model rooms; I am aware that this is not possible except in rare instances. The ordinary store-keeper must therefore do the best he can, having regard to the limitations of space. It is, I think, a mistake to display furniture without regard to its class. Never show an expensive suite side by side with a cheap one—they will kill each other. An experience in this connection taught me a lesson which I have never forgotten. A lady desired to be shown some brass bedsteads. I took her to the department where the bedsteads were stocked in a long row, regardless of their value. I saw at once that the would-be buyer was perplexed by the array, and I endeavored to show her the goods singly. But I could not off-set the first impression of confusion in her mind and so I lost a sale.

"The display of furniture in too great a mass is a mistake. The endeavor of a salesman should be in the direction of getting a customer to visualize the effect of a given piece of furniture in the home; this is difficult under any circumstances, except where model rooms are shown, but it is next to impossible in instances where there are masses of goods displayed regardless of their character.

### Excellent Results from Persistant Advertising

"With respect to advertising, I have secured excellent results where it has been persistent. To advertise for a short period and then to go to sleep means that the money is largely wasted. But publicity must be backed up by two things—giving value for money and by service. Customers can only be retained by a retailer performing those many acts which trivial in themselves, are yet of great value to the customers, who as a rule appreciate the services rendered. The reputation of the store is enhanced—and we have examples here in Montreal of large businesses built up and maintained on reputation. There is nothing novel in the views expressed; nevertheless they are, I believe, worth keeping in mind."

# A Husky Six-Year-Old



J. Levinter, 1169 Bloor West, Toronto, celebrated his sixth anniversary in the Furniture Business by doubling the size of his store



Mr. Levinter believes in advertising and his profits multiply in consequence. His window is also a valued member of his sales staff

# Are You Sure You Make a Profit?

It seems a silly question to ask any business man if he is sure he is making a profit. We all know of a number of instances, however, where dealers appeared to be prosperous—looked prosperous, acted prosperous, thought they **were** prosperous and yet, in the course of a few years, went to the wall.

How is it explained? The following quotation from a prominent retailer's remarks the other day throws a good deal of light on this subject. This retailer said:

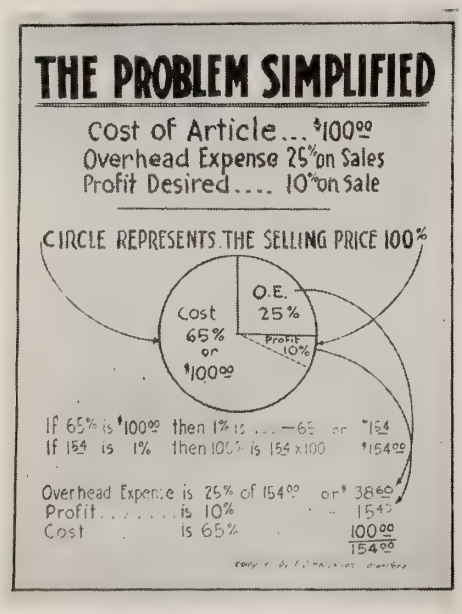
**"Statistics show that 90% of merchants who start business are unsuccessful, generally for the reason that expenses and profits are figured incorrectly."**

He goes on to say that he has found the custom very general to figure the expenses on sales and gross profits on invoices. Some merchants, he says, figure entirely on invoice and some entirely on sales. He strongly advises that all percentages should be figured on sales.

He goes on to illustrate by stating that 50% mark up (on cost) does not mean 50% gross profit; it only means 33 1/3 profit (on sales). The following figures will illustrate:

Suppose the invoice price is $8.00 and the mark up 50%; then the sales price is $12. Suppose the cost of selling is 30 percent or $3.60; the net profit is only the difference between $4. and $3.60 or 40 cents, which in only 3 1/3 of $12. or 5% of $8.00. This is not enough profit unless the turn-over is very great and yet the mark up of 50% (on cost) sounds big enough. Manufacturers and merchants have been misled by this high sounding figure and believe they are making a fair profit when they are not.

Let us take an actual case and work it out together so that if it should happen you are one of that unfortunate 90% you will know better in the future. Suppose you desire to find the necessary per cent. to add to invoice price to give you 10% net profit (that is, on sales). Assume expenses 30% (on sales). Suppose now you sell an article for $100. Deducting 40% (for expenses and profit added together, leaves 60% or $60., as the invoice price. In this case it was necessary, therefore, to mark the price up from $60 to $100, that is, add $40 to $60, or 66 2/3%.




See how easy it is to do business without making a profit at all. Suppose again an article sold for $100 and we deducted only cost of selling, viz; $30, leaving the invoice price $70. The marked up price in this case was $30 on $70 or 43%. Some merchants may say." This looks big; my customers won't stand it." The only alternative is doing business at a loss.

A successful merchant will realize at a glance how accurate our figures are; how impossible it is to repudiate them. We urge every merchant to study his overhead expenses carefully, however, to be sure that every item is included. Here is a typical statement based on a yearly turnover of $120,000. Are you taking account of all these items. If your selling expense is less than $30, are you making doubly sure that no item of expense is omitted? Study this itemized account carefully:

| Itemized Expenses | | | |
|---|---|---|---|
| Personal | 6 % | $7,200 | |
| Pay Roll | 7 % | 8,400 | |
| Rent | 4 % | 4,800 | |
| Advertising | 4 % | 4,800 | |
| Insurance | 1 % | 1,200 | |
| Lighting & Ht'ng | ½% | 600 | |
| Depreciation | 3 % | 3,600 | |
| Transportation | ½% | 600 | |
| Delivery | 1½% | 1,800 | |
| Bad Debts | ½% | 600 | |
| Interest | 1 % | 1,200 | |
| General | 1 % | 1,200 | |
| | 30% | $36,000 | |

| | | | |
|---|---|---|---|
| Average monthly sales | $10,000 | | |
| Average monthly expenses | 3,000 | -30 | % |
| | 7,000 | | |
| Average monthly purchases | 6,666 | -66 | 2/3% |
| Average monthly net profits | 334 | - 3 | 1/3% |
| | | 100 | % |
| Annual Sales | $120,000 | | |
| Annual expenses | 36,000 | - 30 | % of sales |
| | 84,000 | | |
| Annual purchases | 80,000 | - 66 | ⅔% of sales |
| Annual net profits | 4,000 | - 3 | ⅓% of sales |
| | | 100 | % |

A couple of successful merchants were discussing the various leaks in their business the other day when one of them remarked on the large amount that is given to customers on trade discounts or cut price sales. Some dealers hold sales periodically—find it stimulates business and yields a profit in the end. But this merchant drew attention to the fact that during the sales his expenses were heavier than during the other months. He was afraid that many merchants over-look this. Further than that, the reduction in the prices of goods sold, actually represented an expense in selling. This also must be taken into consideration.

Read this quotation over again just to be doubly certain it does not include you;

"Statistics show that 90% of merchants who start business are unsuccessful, generally for the reason that expense and profits are figured inaccurately."

# How Often do you Turn your Merchandise?

## Frequent Turnover is as Vital as the Amount of Profit —A Splendid System of Records Prepared by U. S. Chamber of Commerce for all Classes of Retail Business

There should be no difficulty in expressing the idea that the number of turnovers are just as vital to a business as the amount of profit on each turnover. Thus: If the profit on each turnover is 5 per cent. and there are four turnovers in any given period, the profit on the stock investment is 20 per cent.; and if the number of turnovers is doubled, the profit will be doubled.

Many years ago merchants and manufacturers who had studied distribution with exactitude, as if it were a science, or at least an art, learned that the rate of turnover is one of the most important factors in business. If all of its relations are taken into consideration, perhaps it is the most important factor, except always an accurate form of cost accounting, without which it is inconceivable that any business, large or small, can be conducted really well. We use the expression "almost inconceivable" because we know that some business heads have not established cost accounting. This is not an argument against it, any more than if a merchant does no advertising his failure to utilize this sales method is an argument against the need for publicity. If a business man does not keep his costs separated from each other, we are forced to ask:

How does he know when some of his expenses are too high?

Clearly as the importance of the turnover appears, and universally as its truth is accepted, there are frequent violations of its most fundamental principle—not to overbuy—even among comparatively progressive merchants. An addition to the cash discount or an attractive price concession sometimes will induce the purchase of considerably more goods than can be sold within a reasonable turnover period. This entails the likelihood that a season will pass leaving a costly lot of goods in stock and the resultant mark-downs and sacrifice sales as the only way of moving them.

It is, of course possible to be too conservative and to buy less than could be sold. This is not really a serious condition because, unless transportation facilities are very poor or the distance from supplies is very great, a shortage usually can be made up in a few days and often in a few hours. Average conditions only can be discussed here. Special cases demand special methods.

### Losses Due to Slow Turnover

When the various expenses and wastes involved in slow turnovers are stated separately the subject becomes even more easily understood. What are the elements in which losses due to slow turnovers may be found?

(a) Investment.
(b) Interest.
(c) Mark-down.
(d) Salary and wages.
(e) Shelf or storage room.
(f) Prestige-reputation.
(g) Inefficiency.

An examination of these elements shows their relation to each other.

(a) Invested money is the source of profit which in turn depends upon the amount of goods in stock and upon the length of time which these goods are carried. It is evident that to double the turnover to the same thing as doubling the amount of stocks without increasing the investment. Or vice versa, one half as many turnovers results in doubling the amount of money invested for the same quantity of goods.

(b) Interest must be paid upon all borrowed money and most merchants are borrowers. If the turnover is reduced from a period of six months to one of three months, the interest on a given load is reduced in the same proportion.

(c) Mark-downs are required for three principal reasons:

1. The goods have proved unsalable at the original mark-up.

2. Too many were bought and a change in the style or season has left some of them on the shelves—

3. With the result that they have been soiled, chipped, bent or defaced otherwise by frequent handling.

(d) Salaries and wages must be included because every operation in every establishment costs something. When an unprofitable operation is performed it represents a loss. Roughly these losses are due to:

1. Waste of time by management in reaching decisions as to when and what mark-downs are to take place.
2. Waste of time by sales force.
3. Rewriting tickets.
4. Rearranging goods for mark-down sales.

(e) Shelf or storage room is a definite part of the expense of doing business; and that portion which is devoted to slow-selling merchandise is wasted.

(f) Prestige-reputation—for the high character of timeliness of merchandise is sought by most stores. There is a distinct waste measurable in dollars and cents when the reputation of an establishment is lowered by unstylish or shop-worn goods.

(g) Inefficiency always results in waste. The buyer whose judgement often is wrong usually makes the mistakes from lack of knowledge as to the stock and the speed or slowness with which it is moving. Frequent mistakes cause uncertainty in the mind of the one who makes them and tend to worse errors as the time goes on unless some measures are taken to make them improbable.

Have you ever figured or even estimated the amount of these costs in your own business?

More losses which take the form of waste may be thought of, such as insurance on marked-down merchandise and other overhead items, but these cannot be divided conveniently and only need be mentioned.

### Reduce the Waste

There is just one method of reducing this waste to a minimum. That is through records of purchases and sales which can be consulted at any moment; which will give a complete picture of the situation as it changes from week to week, from day to day, even from hour to hour, if that be desirable, and which will supply the knowledge for immediate additional purchases, for mark-downs or for any other change in handling the stock.

In Fig. 1 are shown two sets of graphs, series A-1, A-2, A-3, A-4 and B-1, B-2, B-3, B-4.

Each of the columns in series A represents sales amounting to $100,000, but the number of turnovers increases from 1 in A-1 to 8 in A-4, and it will be observed that with each increase in turnover the stock

investment as well as the interest are cut in two while the amount of profit increases.

Series B shows uniform stock investments and costs of interest throughout while the amount of profit increases with the number of turnovers.

Differently expressed, series A proves the decreased investment needed to perform a given amount of business, while series B proves the increased business and profits which accrue to the same investment upon a multiplied turnover.

All of this has been accomplished in a simple manner with benefits equally to the merchant and to the customer. (And every wise merchant knows that a benefit to the customer comes home to roost as a benefit to his business. )

### Costs Less Than 1 Per Cent

In a certain establishment the direct cost of this method of stock control has amounted to less than 1 per cent of the selling price. Yet it has increased the turnover considerably in all of the departments where it has been applied; and in the department where it was first installed the turnover has nearly doubled while the mark-down wastes have been cut in two. Not only has the number of turnovers increased, but also the amount of merchandise sold in each turnover. Errors in the judgment of buyers have been made less probable in the future as the causes and kind of errors have been made clear. Last, but not least, a another subject, since the discussion now relates solely to control of the stock, which can be accomplished effectively only if it be arranged according to a definite departmental plan.

After the departmental plan has been arranged an inventory must be made on the control cards, which are designed to exhibit every necessary fact for every day in the month. A sample card is shown Fig. 2, but the exact shape and size will differ somewhat with the department or kind of business involved. The idea is adapted to the most widely differing merchandise, as, for example, shoes and wire nails, or canned goods and vacuum cleaners. By printing on both sides the capacity of the cards may be doubled, and by using a card twice the size, folded in the middle, a quadrupled capacity is secured.

Many methods are practicable for indicating to which department a control card belongs. Probably the simplest is by means of tinted cards, of which there are seven standard colors—white, blue, red, green, yellow, salmon and grey. If a greater variety is needed, the name of the department may be printed faintly in large characters on the face of the card; or the upper edge of the card may be indented or clipped at the corners so that it may be identified at a glance. Whatever plan is adopted should be considered carefully beforehand since changes are troublesome and expensive.

The row of figures at the top are the days of the

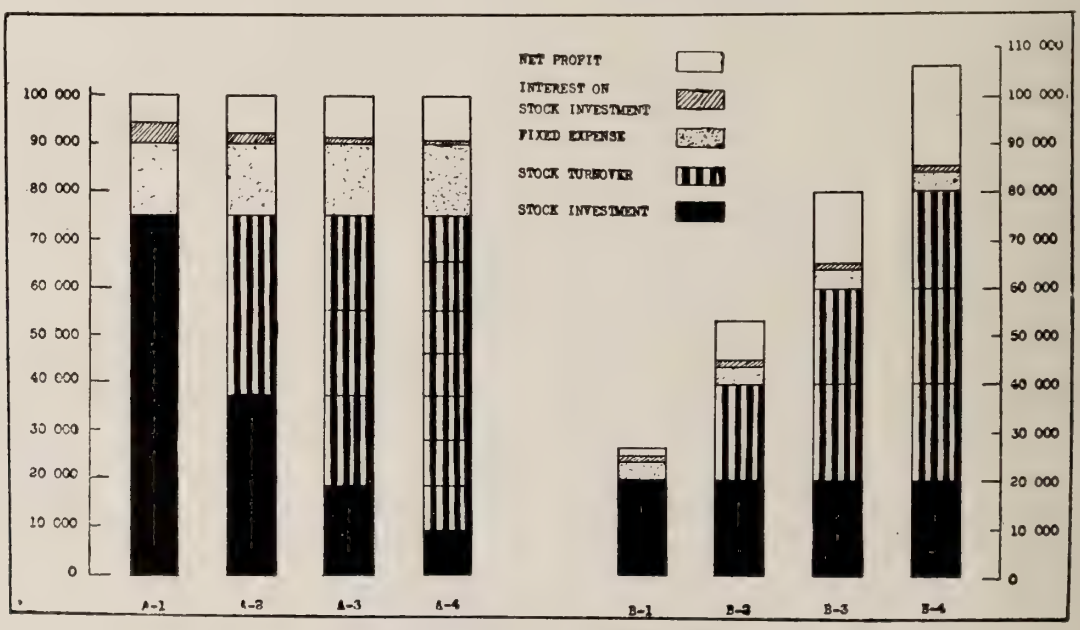



Fig. 1—How Turnover Increases Profits

record of the remarks by customers shows the enhanced reputation of the stock.

If the accomplishment of these results has been through any complicated or difficult method its general application might not be easy. But the exact contrary is the case. It is perfectly simple and almost as easy as not to do it at all; and it is quite as applicable to a wholesale as to a retail business; to a large business as to a small one.

First and foremost is the necessity to divide the establishment into departments. Usually this is the case already where a large stock is carried, but small stores often have not done so and a part of their trouble comes from this neglect. An additional advantage following the practice is due to the better display which may be made of the stock. This, however, is

month and the blank spaces below are for the quantities "Rec'd." "O. H." (on hand), "Sold" and "O. O." (on order).

According to Fig. 2, a shoe firm had on hand at the opening of business on August 1, 19 pairs of size 9 and 11 pairs of size 9½ black oxford blucher calf shoes, style 2783, which cost $4.50 a pair, and were bought of Stevens & Company. During the first week in August, 18 pairs of size 9 were sold, two pairs were returned by customers (one each on the 4th and 5th), so that three pairs were on hand at the opening of business on Monday, August 7. On the same day 24 pairs were received which had been ordered on the 2nd.

### Returns in Red Ink

Certain of the figures, like "returned goods," usually are made with red ink, but the color cannot be

shown in the engraving, for which reason the figures are enclosed in a circle. The figure 24, "O. O.," also should be cancelled with red ink. In practice most words are abbreviated and "black oxford blucher" would be written "Blk Ox Bl."

These cards, it will be observed, constitute a perpetual inventory which displays at a glance every factor in which the management and the buyer may be interested; at what rate the goods are selling; which styles are most popular; when it is time to order more, and which of the goods must be marked down. They are under the charge of one person, who makes all of the entries, and are mounted in an open rack. Probably the most remarkable characteristic of the control card is the fact that changes are recorded within a quarter of an hour after they take place, so that those in authority, if it is necssary, may know the precise condition of the whole stock at any hour of the day.

From this description it is evident with what certainty and rapidity judgments may be formed and policies may be altered.

### Guard the Coupons Carefully

To provide the facts for this control a coupon bearing the style number is detached from the ticket with which each article of merchandise is provided when it is placed on sale and this coupon it is necessary only to transmit to the person who has charge of the control cards. As an interesting economy (although having really nothing to do with this particular subject) these tickets are made in triplicate and are printed on an addressograph. Not only has there been a direct saving in the number of people employed in marking the goods, but there has been a surprising elimination of errors; and, of course, the very common troubles due to poor handwriting have been obviated wholly.

It follows, therefore, that the careful study of this subject brought indirect improvements as well as those betterments which were sought more particularly. Labor-saving devices usually ensure also a much higher degree of accuracy.

### The Correct Mark-up

One very great improvement and saving not mentioned yet is the increased knowledge of what constitutes the proper mark-up in various lines. Hitherto there was a sort of happy-go-lucky guessing contest as to what might be a reasonable spread. This has given way to the recorded facts shown upon the control cards. It has not reached the high plane of a fixed mark-up percentage for each class of goods, but

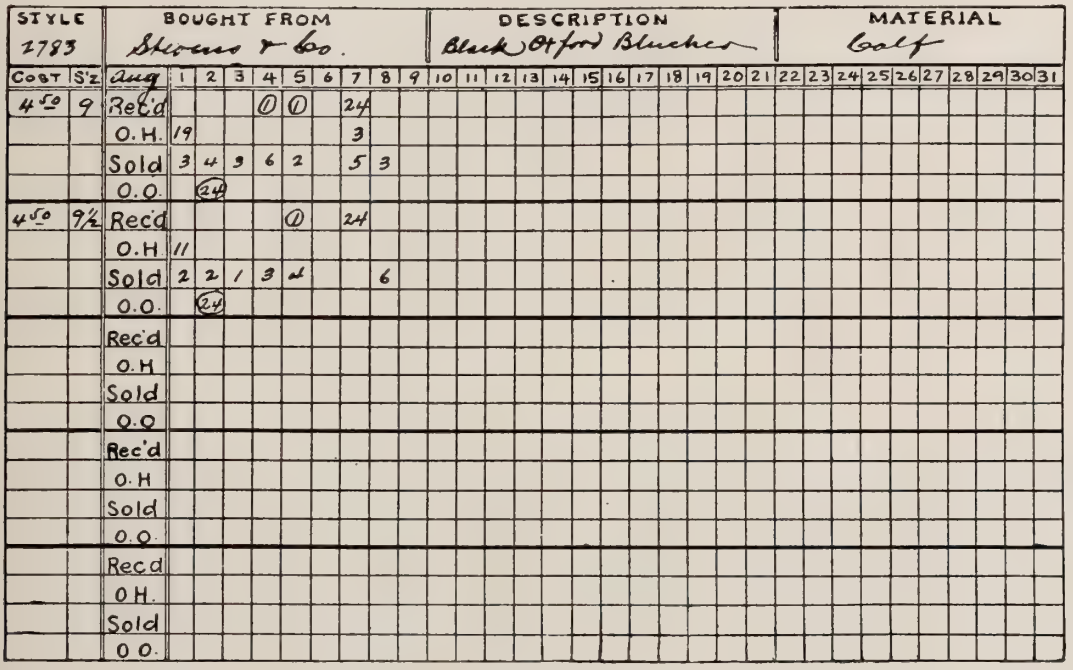



Fig. 2—A Perpetual Inventory Card

even that is expected as one of the results in the near future, and in the meantime most of the usual and costly errors have become things of the past.

It would be difficult to exaggerate the improvement in the morale—the enthusiasm—of the sales force which will follow the introduction of the control card method. Naturally, this has brought with it a higher ratio of sales to the time expended in selling. A very definite certainty exists that the profit due to quicker turnovers will be matched by the saving in selling expense; and this again is certain to be reflected in the attitude of the sales force toward their employment and particularly toward the sale, which will be regarded by them more in the light of a probability than ever before. There is nothing strange in this. A feeling of confidence is the first requirement for successful selling and merchandise which drags must have a deterrent effect upon those who attempt to dispose of it.

It should be understood very clearly that while the control cards are for the purpose of collecting information which is required in every business, there remains the necessity to condense the figures which they display in the form of a report. This should be done weekly and monthly in any event; and, preferably, there should be reports of the previous day's operations placed upon the desk of each person in authority every morning. Without these reports the managament fails to secure the benefits endowed by the control cards and the chance for immediate action

is lost. Opportunities for a profitable change in policy may come suddenly and if not taken advantage of at once may disappear as quickly as they came. Control cards are largely to provide for these sudden changes which a wide awake merchant can convert from a loss into a profit only if he has before him a picture of what is taking place.

### Two Forms of Reports

Two forms are needed:

(a) Slow-selling merchandise.
(b) Quick-selling merchandise.

These will be considered separately because they relate to problems which are entirely distinct from each other.

(a) Slow-selling merchandise must be recognized immediately in order that the mark-down shall not be delayed beyond the proper moment and to ensure that future purchases of that class shall be made with more caution.

(b) Quick-selling merchandise should be emphasized in the minds of those who are responsible for buying and this can be done only through visualizing what has taken place by means of the actual figures and dates.

No particular importance need be attached to the precise form in which these reports are made so long as they are of a size to fit standard filing cabinets. They should display a short description of the merchandise, the name of the manufacturer, the quantity sold, the quantity unsold and the date when placed on sale. In the case of slow-selling merchandise the report should show the mark-down (if any has been made) and the sales since marking down. Both of the reports should have a sufficient space for remarks.

In an establishment of any magnitude the best results can be ensured only by employing someone from the outside, whose duty shall be to study the existing practice and apply better methods wherever it can be shown that an improvement is likely to follow. In one instance very great results were secured through a young man who had never sold a dollar's worth of merchandising experience of any sort. But he had an observant eye, an analytical mind and a diplomatic manner. Those who have been close to a business, who have seen it grow to large dimensions from a small beginning, usually are the last to believe that any improvement can be suggested which they would not themselves think of at first, unless they have rare qualities of vision and imagination—unless they are bigger than their jobs.



Sun Room Parlor, Cretonne Treatment — Courtesy Daly and Morin

# Brighten Your Window with Show Cards

**This is the First of a Series of Short Articles, Written by an Expert, Showing Retailers How to Make their Own Window Display Cards**

"Why don't you brighten up your window with some attractive, snappy show cards, Jim? I saw some in Bob Smith's store and they look fine. People stop and read them, then their eyes wander around to the other things in the window and store. That is what you dress your window for—get people to look."

This is the way a customer of Jim Robinson's greeted the furniture dealer one morning, as he was passing the store, and Robinson happened to be standing in the doorway. Without knowing it, the customer had touched upon a more or less tender point with Jim. He realized that Bob Smith was gaining on him, that his store was more attractive, that his windows seemed to have more pull, and he felt that one of the attractions in Bob's windows was a number of very nicely written cards, giving information, not only about the furniture in the window and the prices, but about all sorts of advertising things associated with the furniture business. Where Bob got them, he did not know. But he did know that such cards were expensive to purchase. He explained this in part to his friend.

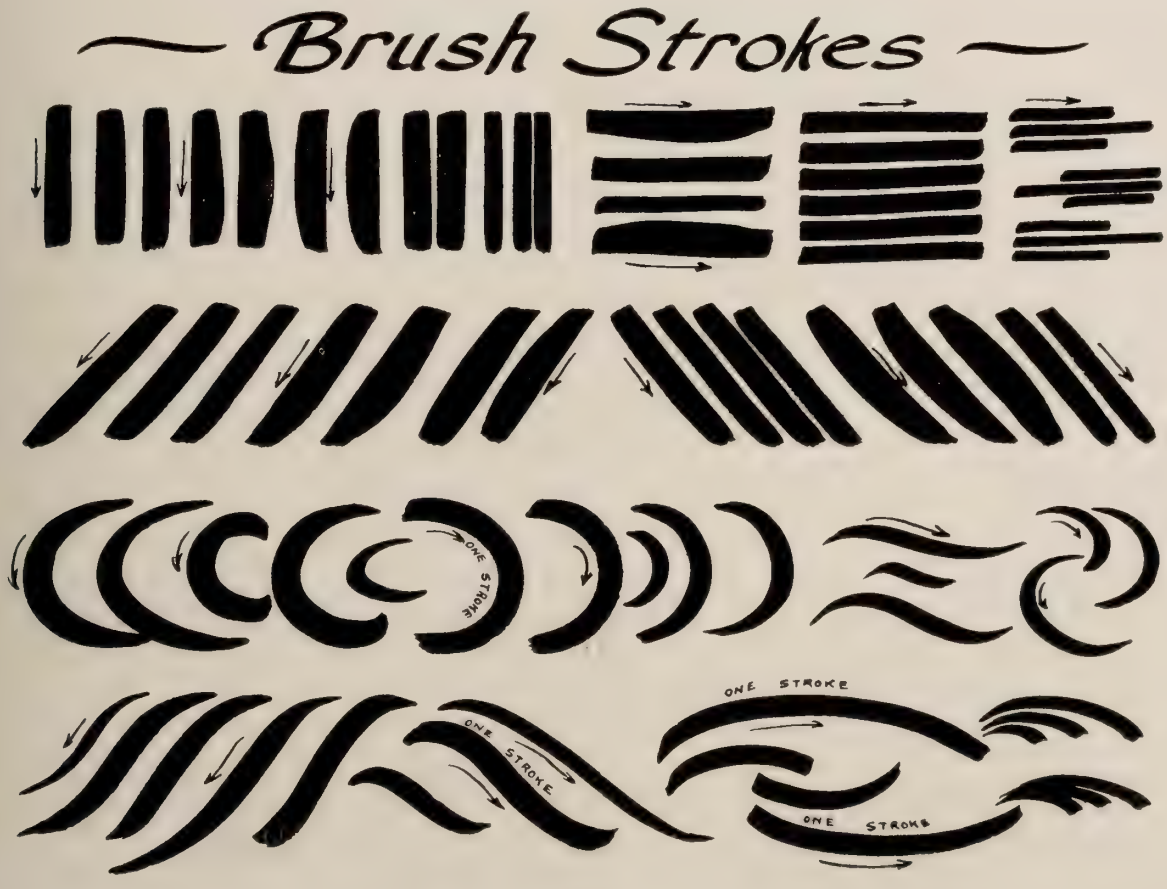
"What you say is quite true, but the fact is I don't feel I can afford the expense of cards such as I would like. They cost a lot of money. As a matter of fact I should have to send to one of the larger cities for them."

The above is not an imaginary conversation; similar circumstances arise daily in the experience of hundreds of retailers in Canada. There are few who do not realize the value of attractive window cards, but real goods, like other high quality goods, cost a lot of money. It may be known to many retailers that, with a little practice they could make very attractive display cards of their own. We know this to be the case, however, because we have seen it done. Realizing the importance of show cards, therefore, and the tremendous advantage it would be to any retailer to be enabled to print his own cards, we are planning to run a series of "Lessons" on Show Card Writing. These "Lessons" will be given by an expert show card writer. They will be brief and to the point. There will be nothing elaborate or unnecessary. We trust the readers of the "Furniture World" will find them of real value. Here is your first "Lesson." Let us know what you think of the idea:

### Show-Card Writing—Lesson I

Contrary to the general opinion, a talent for drawing is not a necessity to become a good card writer. The first requirement is proper tools, and the next essential from the mechanical standpoint is common sense instruction. Good card writers, like good musicians, get there by application and practice, and still more practice.

Good brushes are an absolute necessity. Practically all card work is done with what are known as red sable card writing brushes. Red sable is much



more expensive than camel's hair but no other kinds work so well in water colors for making letters. Don't experiment with any but real sable brushes. These come in various sizes numbering 1 to 14. However, for general use numbers 6, 8 and 10 are good sizes. Some card writers prefer long handles, but as a rule six inch handles balance better in the hand and it will probably be found advisable to cut the brushes when necessary to this length.

Two or three good makes of manufactured card writers' colors are now on sale at most stationery stores. These can be secured in handy two ounce bottles. Colors drying without a gloss are much easier worked with and not as hard on brushes as the colors with glossy finish.

For our first lesson we will begin with black paint and practice the various strockes. There are about fifteen different strokes in the formation of any given style of letter or scroll. Master these and card sign painting will become easy work. Practice and plenty of exercise with the brush will give sure results. No one can draw a straight line with a brush the first time; a steady hand can only be acquired by perseverance.

Dip your brush into the bottle and then smooth to a square chisel end before attempting to make a stroke. Always make your brush strokes continuous, they can be made more perfectly with a fairly rapid steady stroke. Hold the brush in the same way as a pencil but not rigid, as the brush must roll between the fingers in the execution of various curves.

Begin by painting the vertical strokes and then go on to the horizontal which will be harder to manage. In the copy it will be noticed that some of the strokes are straight on one side only. Practice these as well as the ones that are straight on both edges. Next come the curves and double curves which of course are to be made with one complete stroke of the brush. Start in with confidence and work rapidly but carefully. Any common smooth paper is good enough to practice on.

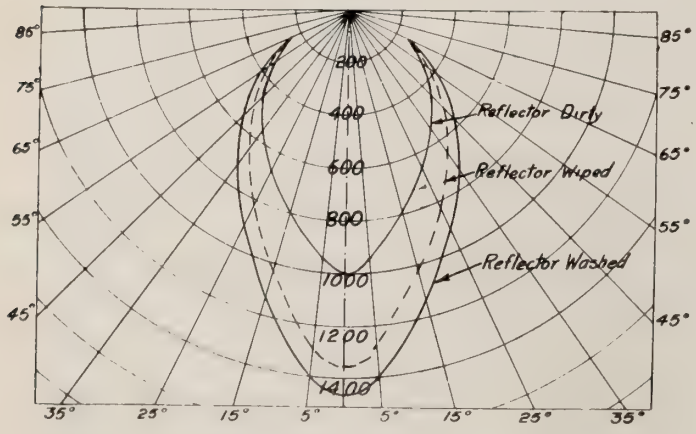
Finally, always wash out your brushes carefully in clean water, flatten them out to chisel end and leave standing with the hair end up.

# Good Lighting Helps to Sell Goods

## Study the Figure Below—It Tells an Incredible Story of Improved Efficiency by Cleaning and Renewing

The season of the year is approaching when furniture retailers will do well to inspect the illumination of their stores and windows. During the summer and the long days we almost forget about our electric light bills, but with the approach of the longer evenings, the hours of selling extend into the period of artificial lighting. It may be that your equipment is of the best—the most modern that can be bought,—but even in that case it is well to see that your units are properly cleaned.

It is very surprising and difficult to understand unless one has made an actual test, how much more light a clean lamp and reflector will give out than a dirty one will. Look at the picture given herewith and compare the curves. The inner curve represents the quantity of light given out by a certain lamp




when it was surrounded by a dirty reflector. The dotted curve indicates what happened when the reflector was merely wiped. The larger curve, that is, the outside one, indicates the amount of light given out by this same unit when the reflector and lamp were given a thorough washing. Measurements have frequently shown a loss in efficiency of from 25 to 30 per cent. due to dirty lighting equipment.

Then, it may be that your lamps have been used for some time and have become blackened. In that case you are using just as much electricity and paying out just as much money, but getting 25 to 30 per cent less light than you would do with a new lamp. It is an easy problem in arithmetic that you would be money in pocket to throw these old lamps away and put in new ones.

Do not overlook, too, the effect on yourself, your staff and your customers of proper illumination. Good lighting not only brings people into your store, but it keeps them in a much more congenial mood; you yourself are feeling much better physically and, everything considered, the chance of a sale is tremendously increased.

Take a look over your lights both in your store and your window and see if you cannot improve them at very little expense.

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## The Evil of Exaggerated Statements

"In a great many cities where business men have not organized to protect themselves against the destructive practices of those who abuse advertising by making exaggerated statements," said H. J. Kenner, director of the vigilance work of the Associated Advertising Clubs of the world, "advertisers have found that the appeal of their advertising is being dulled. If some advertisers are allowed to fool people, that hurts all advertising. During the last few months, when sales have been somewhat harder to make than they were before, a growing number of business men have been unwise enough to attempt to resort to exaggeration. Greater demand for help in the organization of local work has resulted."

# A Valuable Color Chart

## Showing the Measure of Harmony of Colors in Combinations for Window Decoration

Adherance to harmonious combinations is essential to effective window trimming. While the general public may understand nothing about color combination or artistic settings, yet the eye naturally is attracted by a trim that is artistically correct while it inclines to recoil from a display in which there is a clash of colors or incongruity in arrangement. Reference to the chart shown herewith will help the window dresser to steer clear of errors in the matter of color combination which would mark his work as amateurish and at the same time injure its drawing power. It may be noted that when it may seem necessary to use in a trim two colors which make a displeasing combination, the introduction between them of grey, white or black relieves the discord. White in conjunction with any color intensifies that color. Black has the opposite effect. For pink, refer to the salmon line in the chart: for ivory, the cream line; for pearl, the gray line.

| | Blue | Brown | Cream | Green | Gray | Helio. | Lavender | Maroon | Myrtle | Navy | Nile | Olive | Orange | Purple | Red | Salmon | Sky Blue | Tan | Wine | Yellow |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Blue** | | Good | Good | Strong | Good | Bad | Bad | Fair | Fair | Weak | Bad | Fair | Strong | Weak | Fair | Fair | Weak | Good | Fair | Strong |
| **Brown** | Good | | Good | Fair | Fair | Strong | Strong | Weak | Good | Good | Fair | Good | Weak | Strong | Weak | Weak | Good | Bad | Weak | Bad |
| **Cream** | Good | Good | | Good | Weak | Good | Good | Good | Good | Good | Good | Good | Good | Good | Good | Good | Good | Weak | Good | Weak |
| **Green** | Strong | Fair | Good | | Good | Bad | Bad | Fair | Weak | Fair | Weak | Weak | Fair | Strong | Strong | Strong | Bad | Fair | Fair | Bad |
| **Gray** | Good | Fair | Weak | Good | | Good | Good | Good | Good | Good | Good | Good | Good | Good | Good | Good | Good | Bad | Good | Fair |
| **Helio.** | Bad | Strong | Good | Bad | Good | | Weak | Bad | Bad | Bad | Bad | Bad | Bad | Weak | Bad | Bad | Weak | Good | Bad | Strong |
| **Lavender** | Bad | Strong | Good | Bad | Good | Weak | | Bad | Bad | Bad | Fair | Bad | Bad | Weak | Bad | Bad | Bad | Good | Bad | Bad |
| **Maroon** | Fair | Weak | Good | Fair | Good | Bad | Bad | | Fair | Fair | Bad | Fair | Bad | Bad | Weak | Bad | Bad | Fair | Weak | Strong |
| **Myrtle** | Fair | Good | Good | Weak | Good | Bad | Bad | Fair | | Good | Bad | Weak | Strong | Strong | Fair | Strong | Bad | Good | Fair | Bad |
| **Navy** | Weak | Good | Good | Fair | Good | Bad | Bad | Fair | Good | | Bad | Good | Strong | Weak | Fair | Strong | Good | Good | Good | Strong |
| **Nile** | Bad | Fair | Good | Weak | Good | Bad | Fair | Bad | Bad | Bad | | Weak | Bad | Bad | Bad | Fair | Weak | Fair | Bad | Bad |
| **Olive** | Fair | Good | Good | Weak | Good | Bad | Bad | Fair | Weak | Good | Weak | | Strong | Bad | Bad | Bad | Bad | Weak | Weak | Bad |
| **Orange** | Strong | Weak | Good | Fair | Good | Bad | Bad | Bad | Strong | Strong | Bad | Strong | | Strong | Weak | Weak | Bad | Fair | Bad | Bad |
| **Purple** | Weak | Strong | Good | Strong | Good | Weak | Weak | Bad | Strong | Weak | Bad | Bad | Strong | | Weak | Bad | Bad | Good | Weak | Strong |
| **Red** | Fair | Weak | Good | Strong | Good | Bad | Bad | Weak | Fair | Fair | Bad | Bad | Weak | Weak | | Weak | Bad | Good | Weak | Strong |
| **Salmon** | Fair | Weak | Good | Strong | Good | Bad | Bad | Bad | Strong | Strong | Fair | Bad | Weak | Bad | Weak | | Fair | Good | Bad | Bad |
| **Sky Blue** | Fair | Good | Good | Bad | Good | Weak | Bad | Bad | Bad | Good | Weak | Bad | Bad | Bad | Bad | Fair | | Good | Bad | Fair |
| **Tan** | Good | Bad | Weak | Fair | Bad | Good | Good | Fair | Good | Good | Fair | Weak | Fair | Good | Good | Good | Good | | Good | Weak |
| **Wine** | Fair | Weak | Good | Fair | Good | Bad | Bad | Weak | Fair | Good | Bad | Weak | Bad | Weak | Weak | Bad | Bad | Good | | Strong |
| **Yellow** | Strong | Bad | Weak | Bad | Fair | Strong | Bad | Strong | Bad | Strong | Bad | Bad | Bad | Strong | Strong | Bad | Fair | Weak | Strong | |

Courtesy "The Haberdasher"

# Shall I Add Electrical Goods to My Stock?



**The Experience of Many Dealers Favors a Number of Appliances, Especially Washing Machines and Floor Lamps**



Many furniture dealers are asking themselves the question. "Shall I add electrical goods to my stock, and if so, what items would fit best with my present business? Do electrical goods carry enough profit"?

Experience will give the best answer, of course, but many furniture men are already quite enthusiastic over certain electrical appliances. For example, there are floor and table lamps; these surely fit in admirably with house furnishings. Then there are electric vacuum cleaners for the store handling carpets and draperies; and it's a short step to washing machines, ironers and many similar household necessities. Many hardware stores are today handling electrical appliances with profit. Does it not look as if the connection between electrical appliances of every kind—which after all are largely house furnishings,—and household furnishings were more logical and intimate than the connection between hardware and electrical goods? We think it is.

Many furniture stores are already looking into this matter. Perhaps the viewpoint expressed below will help to a decision. It refers particularly to electric washing machines and was written by Mr. J. A. Keith for the "Furniture Record:"

### Is it Profitable for the Furniture Store to Handle Electric Washing Machines?

Can furniture dealers sell electric washers at a profit? Can they? The answer is that they are doing it in many cases. In other instances they are not. But the fact that they are furniture stores is not the reason for any lack of success in the sale of electric washers.

There are plenty of electrical dealers who have yet to learn how to go about it correctly. It all resolves itself into certain simple fundamentals which apply regardless of the nature of the business in which the store is engaged.

Before I dissect these fundamentals and show how easily they can be mastered, I want to explode the arguments that are occasionally advanced by furniture stores against the profitability of selling washers.

First and foremost comes the objection that the discounts on washers isn't large enough.

I grant that you may be correct if you figure on using your store as a storehouse for washers, selling one only now and then and turning your investment once or twice yearly. But if you handle washers on that basis you had better discontinue—either the washers or the methods you must now be using.

Electric washers offer an opportunity to do something that ordinarily is not possible with most of the other lines you are accustomed to selling.

### In a Different Catagory

So you must consider them in a different catagory.

Your overhead is high because the bulk of your business is on merchandise of a bulky nature, merchandise which takes up a lot of floor space and which turns over only every six or eight months on the average.

But you shouldn't make the mistake of trying to impose such an overhead upon electric washers.

Electric washers fall into a different class because they require very little floor space in comparison with the rest of your merchandise. And as the models are few in number as against the large variety you must keep in stock to sell other merchandise, you can carry a small stock of washers.

This enables you to turn over your capital invested in washers from once every two months to once a month on the average—provided you employ the right methods in selling, which I shall outline shortly.

In other words, on your investment in washers you can make from six to twelve profits a year, where on the same money in something else you make only one and a half or two profits a year.

Split the difference and call it nine profits a year on washers. For illustration, call it two profits a year on the other merchandise.

Nine times 35 per cent. equals about 300 per cent. Two times 50 per cent. equals 100 per cent. With a smaller profit per sale, nevertheless, you make three times as much on your investment.

This may sound like "old stuff," which, in fact, it is, and yet this very obvious thing is being stumbled over by a good many dealers.

### Overhead Not Same on all Stock

The greatest mistake that a modern merchant can make is to figure his overhead as being the same on everything in his store, regardless of what it is. Averages sure are dangerous in this connection.

It is apparent that a piece of merchandise which stands on the floor or remains in the warehouse for six months costs more for rent of the space occupied, heat, light, interest, insurance, etc., than another piece of merchandise which stays around only for one month.

Why, then, should the one month's "visitor" be assessed as much as the "visitor" which stays six times as long? And yet how often that is being done!

### Twenty Per Cent. Enough

It is a fact that live electrical dealers can sell washers on an overhead of about 20 per cent. Owing to the small space required and the frequent turnover it runs just about that.

A furniture store should look upon its electric washer department as a little electrical store operated alongside of the rest of the business.

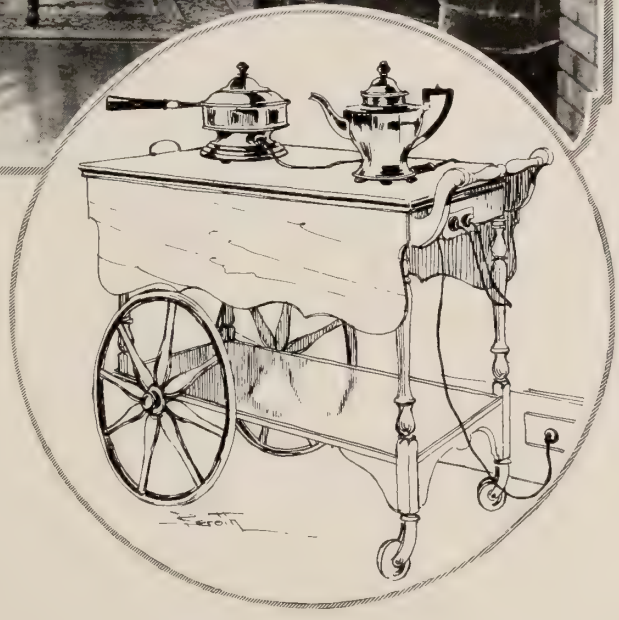
The electric washer business should be regarded as a separate business in figuring the real costs and profits.

There is no reason why an "electrical store" within a furniture store, cannot be operated just as economically as a regular electrical store. If anything, the furniture store ought to be able to operate its "electrical store" for less, because it shouldn't cost as much or require the investment that a separate store does.

But at any rate, a 20 per cent. overhead is certainly the maximum which should be assessed. With a 35 per cent. discount, this leaves a net of 15 per cent. profit per sale. With six to twelve turnovers

# An Added Attraction in Furniture





*Many of your customers are having their homes wired for all sorts of electrical devices. It's an added convenience to wire the dining room table, tea wagon, dressing table and so on. The picture inset shows tea wagon wired to accommodate a tea pot and a chafing dish or toaster.*

annually, this figures 90 to 180 per cent. net profit per year on the investment in washers.

You can hardly exceed that for profitability!

Now comes the matter of attaining these six to twelve turnovers a year on the investment in electric washers.

It can't be done in sufficient volume to warrant the attempt if you treat washers as staple merchandise.

Washers must be regarded as specialties, something that must be eternally pushed and sold by specialty methods.

A salesman thoroughly imbued with the use of electric washers and enthusiastic about them should be detailed to the work of selling them. He should in turn enthuse the others in the organization with a view of getting them to turn over prospects to him for closing.

### Spend Time Outside

It is desirable that he spend a considerable time outside looking up prospects.

A great help on getting a line on prospects is for the store to have a line of electric washers which embraces enough variety and a great enough price range to enable the salesman to have a machine for every type of prospect.

Especially is it a good idea to have a popular priced "leader," a washer of modern design, excellent quality and attractive appearance which can be featured at a price under $100. It is found that by advertising and displaying such a "leader" many people will come to a store.

Then it is a simple matter, often in as high as three cases out of four, to interest these prospects in higher priced models of the same make. Of course, this plan is an old borax merchandising plan, but it proves just as effective in boosting the sale of washers as it does on other merchandise.

A good plan is to get a complete line of washers and concentrate upon it. This simplifies the sales work because the salesman has only to talk one make, giving the customer her choice of models to fit her needs and purse.

Also it makes it easier to advertise, reduces the work of ordering, lessens correspondence, enables the dealer to get large discounts by combining orders for assorted models.

With an attractive value to offer as a "leader", newspaper advertising proves very profitable. Also the use of form letters, inserts with statements, etc., is more resultful.

The same specialty methods of selling employed by other successful dealers can be used by furniture stores. The distributors of electric washers are familiar with these methods and are in position to show you how to put them in to effect.

There is one point sometimes raised in connection with the sale of electric washers by a furniture store. That is the matter of rendering service.

### Troubles are Rare

As a matter of fact, electric washers of the better makes to-day have reached such a point of perfection that troubles are a rarity. Furthermore, they are so simply constructed in most instances that adjustments can usually be quickly made by a salesman or someone who has made a little study of the machine. He does not need to be an electrical expert.

Furniture stores can sell electric washers at a profit. Many are already doing it. Many others can duplicate these successes by the simple adoption of similar methods.

Viewed correctly, the discount on washers is ample. Use of the correct selling methods will return greater annual profits on the investment than can be secured from a similar sum invested in slower-turning merchandise.

# Excellent Results With Vacuum Cleaners

A progressive Eastern furniture store that recently added vacuum cleaners to its line arranged a big publicity scheme to let the public know about it, which was productive of excellent results. The campaign was put on early in the season and this is how they went about it.

In the first place they advertised extensively that the months of April and May are the average housecleaning months of every year. After making this statement in large type, considerable space was devoted to singing the praises of the vacuum sweeper, pointing out its economical and labor-saving qualities. And in order to secure the feminine attention, it was stated that a contest would be conducted which was to be absolutely free of entry to every housewife in their city and the vicinity.

And here's the way they worked the contest. A number of canvassers from the store were appointed to visit every electrical home within 25 miles of the store and demonstrate the vacuum sweeper to every housewife who showed any signs of hailing from Missouri and wanting to be "shown." The dust sucked up by every canvasser demonstrating the machines was taken to the store at the end of the day and placed on a velvet rug in one of the show windows. The women were invited to guess how much dust or dirt had been removed from the homes during the campaign, and the one guessing nearest the correct weight was given a $65 sweeper absolutely free. The woman guessing next nearest was allowed $60 on a sweeper, making it necessary for her to pay $5 only to procure a $65 machine. The third nearest guesser was allowed a credit of $55, making her sweepar cost her but $10; the fourth was allowed $50; the fifth, $45, and so on right down the line to the thirteenth guesser, who was allowed a credit of $5.

It was agreed that any tie for first, second or third should receive the full credit or free machine. There were no ties, and 2,733 guesses were registered, which indicates the interest that was aroused among the feminine element of the community by the contest.

During the 28 business days the campaign was on, the firm disposed of 100 vacuum cleaners, representing gross takings of $6,500 for that department. A total of 38 pounds and 6 ounces of dirt was removed from rugs or carpets in 3,745 homes visited and demonstrations given.

The firm went about the campaign in a systematic manner. They first learned from the local electric company that there were 6,700 homes electrified in and about their city. The twelve canvassers who conducted the sweever drive visited 3,745 of these homes and much seed has been sown, from which no doubt a harvest will later be reaped.

# Pays $5000 a Month for a Store the Size of a Hen House

## Because Tens of Thousands of People Pass That Way—Your Window is the Magnet of Your Store—Keep it Energized

In New York there is a retailer who pays five thousand dollars a month for a little room on Broadway about the size of an ordinary "hen house." On the mere basis of floor space, the charge is outrageous, but tens of thousands of people pass the little place every day. Hence its value.

Have you ever thought of it this way? The rent you pay for your store is governed by the number of people who will see its windows each day. It's a pretty strong argument in favor of careful attention to window display. If you're paying big money for the privilege of having your windows on a much-travelled thoroughfare, surely it's worth a little extra investment to take advantage of your position by the use of display schemes that will secure the attention and interest of the passers-by.

### Furniture Lends Itself to Attractive Display

The furniture dealer is in a particularly fortunate position in that he handles a very attractive class of merchandise, and merchandise which lends itself to display in a particularly effective way. Furniture can be advantageously exhibited in a setting almost similar to that in which it is intended to be used. This applies to few other classes of goods. If a shoe merchant, for instance, wants to display afternoon shoes, and he arranges an "afternoon tea" setting, with a group of ladies sitting around sipping the cup that cheers, it will make a very pretty scene, no doubt, but there'll be so much else in the picture, gowns and hats and china and chairs and tables, that the shoes, the article which has to be **sold,** may be overlooked entirely by the spectator.

Not so with the furniture, however. If you arrange a furnished room display, the furniture is the most important part of the picture and even the careless observer cannot overlook it for something else. Anyone entering a room, which is not crowded with people, will observe how it is furnished, if he observes anything. There are few who are not interested enough in the comforts and attractions of home to take pleasure in a tastefully furnished room, and there is no doubt therefore that this type of display is as effective a method as the dealer can use.

### Variety is the Spice of Window Trimming

Certain essential points have to be kept in mind, however, if it is to be used to the best advantage. In the first place, there must be variety. Your displays must be changed frequently enough that people can always expect to find something new and interesting in your window. If you keep the same setting there for any length of time, the passing public will become so used to seeing it that your window will make about as much impression upon them as the telephone poles, or the warehouse windows that they pass by, **but don't see,** every day. You must keep up the continuity of interest as the vaudeville theatres keep it up, by rapid change, and the introduction of the unexpected where possible. On the other hand, you must of course remember that the primary object of your window is to sell goods. No doubt, you, like the writer, have often stood and watched freak stunts carried out in store windows for the purpose of catching the eye, and have passed along upon your way without knowing either what was for sale or the name of the firm who were trying to sell it. The emphasis in a display must always be upon the goods to be sold, no matter what adjuncts and accessories may be introduced for the purpose of adding interest.

### The Value of Timeliness

Timeliness is another very essential feature. Get the buyer when he's in the mood. If you suggest the means of satisfying a need to the man of the house the same day that his wife has been dilating upon the need itself, you've got a good chance of making a sale.

"Henry! Really this porch is disreputable—you'd think these chairs had been picked up from a wreck on the lake shore from the look of them. They spoil the appearance of the place entirely. We'll either have to paint them over or buy some new ones."

Henry goes into the city that day and in passing Brown's furniture store, his eye is attracted by a dinky display, which represents a verandah furnished after a style which he feels sure would please his wife down to the ground. And so, on the spur of the moment, he goes in and orders the whole outfit to be delivered that day.

There's a tendency in the average furniture store to use window trims that are a bit staid and formal. The same kind of thing is shown again and again in the same old way, while, as a matter of fact, the windows should be so full of life and suggestion that people would go there to get ideas on furnishing their homes. There's great scope for making them as educational as they can be made attractive.

### The Science of Eye-Catching

But whatever may be the inherent interest value of your window and however pleasing the appearance of your merchandise, the display must be scientifically planned for the purpose of catching the eye. You've got to count upon the fact that a great many people don't see what they look at. Figuratively speaking, you've got to hit them between the two eyes before you can awaken them to the fact that there's something you want to show them. Their optic organ seems to reflect all that is presented to it that is not of direct and immediate interest to them, rather than to take it in. You've got to stimulate it before it will carry a message to the brain. For this purpose your window display must have a centre of interest in it. The whole arrangement should tend to direct the eye to rest upon some point that is of particular attraction and which is calculated to arouse the attention of the individual. This is the science of compelling interest So much of what we see is merely a sensation—it

never reaches the mind and we bear no recollection of it with us, any more than we do of the hundreds of faces we see on the streets of a city in a half hour's walk. If you look at a window where the attention is sort of spread out equally all over it, ten chances to one you'll merely give it a glance and pass on.

### Arranging the Focal Point

In the average living room, the centre of interest is the fireplace, and it can be made attractive or otherwise, according to the taste used in arrangement. A fireplace might be a difficult feature to provide for in the average store window, but it could be made a very effective one. However, there are other ways and means of creating that attention-compelling point in the display. A floor lamp, with a proper grouping of the furniture and skilful use of draperies, can be made to serve the purpose to excellent effect. A picture, or a particularly unique and attractive article of furniture might serve. We have seen a handsome oval mirror gold-framed, hung on the background of a store window, and its eye-catching value was really remarkable. Once he has got the right idea, however, any number of methods will occur to the furniture dealer for creating that essential focal point in his windows. Be a little theoretical about your display publicity. Think about it. Be on the look out for suggestions that you can pick up from other stores, or perhaps in the theatre, or the pages of a magazine. There never yet was a good window display arranged that did not have a good idea back of it in the first place.

# Cultivate the Goodwill of the Farmer

## A Few Timely Hints on Methods That Have Been Tried with Success

The percentage of stores in Canada which depend on the farming trade for a considerable percentage of their business is quite large. A study of how this class of trade can be cultivated to the best advantage should be fruitful of results in increased sales. Individual methods are of course of paramount importance. Each customer, be he farmer or artisan, manufacturer or doctor, must receive treatment according to his particular individuality, but at the time it must be remembered that as between country folk and city folk there is a class distinction and in some instances, unfortunately, there is something bordering on class antagonism. This condition should not exist, but the fact remains that it does, and difficulties in business relations often result, which are regrettable from every point of view, and particularly from that of the retailer.

The barrier to mutual friendliness and understanding, however, is not an insurmountable one. A notable instance in which it has been overcome has recently come to our attention. To the merchants of Battle Creek goes the credit of initiating a movement which has created a better feeling between town and country, which has engendered a spirit of good fellowship and helped to eliminate many of those little frictions that help to wear out the nerves of salespeople and put hardship into their day's work. The Merchants' Dinner Club of Battle Creek got a big idea. The members felt that, inasmuch as a large part of their business was done with farmers and their families, something should be done to place their relations on a more friendly footing; they discussed the matter and decided that what they should do was to form an organization by means of which the farmers and their wives and the merchants and their wives might get together and get acquainted. The idea, having been conceived in good will, was speedily brought forth in the form of the Battle Creek Community Club.

This is how they got it going. A committee from the Merchants' Dinner Club was appointed to get in touch with the farm clubs in the surrounding territory to explain their plans and request the privilege of visiting the membership meetings to invite the entire membership to be the guests of the Merchants' Dinner Club at one of their weekly luncheons. The scheme worked well, and for five consecutive weeks the Merchants' Dinner Club entertained different farmers', clubs at their luncheons. The men from the country were at bit sceptical at first, but they came along, and the reasonableness of the Community Club idea appealed to them. Consequently it was formed and has since been going strong. Its main feature is a picnic luncheon once a week attended by the merchants and farmers and their respective better halves, the serving being done by the men. Prominent public men are invited to be present and address the gathering, and many notable speakers have been glad to have the opportunity of visiting such a unique and praiseworthy type of orgaization.

The advantage which has been gained lies of course mainly in the fact that the merchants have become acquainted with their customers in a social way and each understands the other better. The farmer has got an inkling of the difficulties the retailer is up against and begins to see that there are a few thorns in the bed of roses that looked so cushy from his viewpoint, and the retailer, on his part, has his eyes opened to the business of farming. Consequently they find common ground upon which they can meet and when the farmer comes to town to make his purchases he looks forward with a feeling of pleasure to looking in on Jim Jones or Bill Smith. And as for his wife, formerly when she came to town it was very few people she knew even to nod to on the street, but now she may have the pleasure of spending a half hour with Mrs. Brown, the grocer's good woman or Mrs. Henry of the furniture store. Consequently her visits are more frequent, and the more frequent they are, the better for the retail trade.

Does this community club idea appeal to you, Mr. Merchant, as something that could be advantageously applied in your neighborhood? You're the man to start it.

**For the first time since 1917 American roads have granted reduced fares to the Canadian National Exhibition. The Canadian railroads are also giving a lower rate from White River to the Atlantic.**

# Special Opportunities for Every Month

## Keep Your Plans a Lap Ahead of the Seasons and be Prepared in Advance—By Anticipating you will Create Orders

Every month of the year has its special merchandising opportunities, but September is certainly not excelled by any. The furniture dealer will do well to consider carefully the motives which influence people to buy the type of merchandise he carries at this particular season. The holiday season is past. People have come back from the lakes, the mountains and the sea shore and they are readjusting themselves to life in the home. The house seems a bit shabby and dilapidated. The women folks have to get into their bungalow aprons and set themselves to cleaning and rearranging. They have been relaxing during the hot weather and now they return to the duties of home maintenance with renewed energy. But while on their vacation they have seen other homes they have talked with other women and heard about how they do things in their houses; they have made new friends while away whom they go and visit in the city—and, in many different ways, they have been assimilating new ideas, which are the germs of new needs. It only requires the stimulus of shrewd, psychologically-timed merchandising, to develop those hazy ideas into definite desires, which nothing but actual lack of the necessary cash, will prevent the average housewife from satisfying. For her ambitions are centred upon the beautifying of her home, and bit by bit she will acquire those little extras that help to bring it nearer to her ideal.

She looks ahead in September to the fall and winter months, and through the right kind of advertising, suggestions will be presented to her which will set her thinking about the little improvements and changes she must make in anticipation of the coming season. She will be very ready to patronize a good house furnishings department. There's a strip of linoleum to replace a certain worn spot in the kitchen, or perhaps the whole floor needs to be recovered; it may be a cocoa matting runner for a back hall, or a length of carpet for the stairs, or a rug for the living room. Draperies and hangings have become fadded and jaded with the summer sun and dust. The verandah is going to be used less from now on, and the living room more. It needs new curtains likely enough, or new cushions, or perhaps indeed Dad would consider buying that Chesterfield suite the family have been talking about for so long. The sun room is a mighty nice place to sit of a September evening, but ten chances to one it isn't properly lighted for reading . A nice table lamp is just what is needed, and quite likely a table into the bargain. Then Jim is starting in to study again, and he could do nicely with a new bookshelf in the library.

These, and many other, needs, which the coming of the fall will bring, will suggest themselves to the mind of the furniture merchant, who believes in using a little imagination in business and the appeals he makes through his newspaper advertisements, his direct-by-mail publicity and his windows, will direct themselves to these weak spots in the economic armour of the prospective buyer.

September is also likely to be a month during which a large number of houses will change hands. Thousands of people will be moving into new homes, and they will need new furniture in order to establish themselves in comfort and good taste. This is a big opportunity for the dealer, and offers scope for the effective individual application of direct-by-mail advertising.

Don't forget Labor Day. The working classes form a large proportion of our population and wield an immense buying power. The first Monday in their trade will fail to signalize it with a special win-September is their day, and no merchant who values dow display, or at least with a greeting of some kind in his window or advertising.

Neither should the fall fairs be overlooked . September is the most popular month for them in Canada, and they offer excellent opportunity for the furniture dealer to secure some out-of-town business. As is always the case, advertising is required to take advantage of the occasion. Many merchants advertise in the fair catalogues and claim to get good results thereby. We are told of one live furniture house last year which manned the entrance to the fair grounds in their town and had neat folders distributed representing the interior of a living room. On the inside of the folder was printed the following message:

"In September 'tis time to plan ahead for the cooler days of fall and winter. You'll be living in the living room quite a bit more from now forward. There were some little items of furnishings you intended to add before next winter weren't there? Whether it's a table lamp, or a Chesterfield suite, the house of J— can supply you to your utmost satisfaction. In our house furnishing department you will find much to interest you, new draperies and rugs, in delightful patterns that will help to make your rooms brighter. Whether you intend to make any purchases at the moment or not, we'll be glad to have you drop in and see our store and our stock."



. The City Home a special opportunity at this season of the year



*Courtesy Daly & Morin*

***Milady's Boudoir—An artistic Window Treatment using Imported Damask and Plain Filet Net—Furniture in Harmony.***

# Take a Tip from the Modiste

### The Most Attractive Bait Catches the Most and Largest Fishes

Is your store a showroom or is it a warehouse? Some furniture dealers we know seem to look upon their place of business as a warehouse. The one consideration that seems to influence them in the arrangement of the merchandise on the floor is economy of space. What do we find in the average store? Chairs in stacks and Chesterfields in rows, tables lined up in military array, bedsteads piled dozens deep and bundles of rugs and mattresses. The customer can see everything of course—that is he can take a squint at it if he manages to twist himself into the right angle. But the question is—does he know what the article actually looks like? The chances are that he does not. Environment counts for as much with furniture as it does with human beings. The lady who charms you with her attractions in a magnificent drawing room, would probably be passed by unseen in a knitting mill or chocolate factory, where she's not "set off" to advantage. So with an article of furniture; if it's crowded in with a lot of others, it won't impress you. But if you place it in an appropriate setting, the eye takes in its attractions in a moment.

Logically, the furniture dealer should endeavor to present his goods to the customer in a way that will make them appear to the best advantage. Limitations of space may make it impossible to show everything as attractively as might be desired, but it would seem good business to rent extra warehouse accommodation, if necessary, and show a smaller quantity of furniture on the selling floor in a more artistic fashion that the average store attempts to do. There's a considerable amount of shopping done by appointment in the furniture trade, and where the salesman has the opportunity of making preparations beforehand, he should use his judgment as to what is likely to suit the customer and have the goods attractively arranged when the customer comes to see them, so as to indicate as accurately as possible just how they would appear in the home.

Consider how the modiste sells her expensive gowns. She doesn't hang them up in rows on a rack. Not she! The prettiest and most Venus-like mannequins that she can hire are none too good for the display of her exclusive models—young women who are adepts in the art of wearing clothes and would look quite stunning in almost any kind of apparel. And when some dear lady of social prominence, who is not as willowly as she used to be, but whose monetary attractions more than make up for any decadence of physical charms, sees an exquisite creation worn by an exquisite creature, she fondly imagines that she can wear it to just as good advantage—and a thousand dollars is neither here nor there.

Take a tip from the modiste. Use the setting to help sell the goods.



Walnut Dressing Table shown by McLagan Furniture Company—Two-tone finish

# How a Montreal Dealer Obtained New Customers

It is a mere truism to state that furniture retailers have to meet conditions which are common to all store-keepers. At the same time they are confronted with problems which, if not peculiar to the furniture trade, are different to those in many other retail trades. Take for example, the case of a grocer and a furniture dealer. For the former, the principal part of his turnover is derived from constant customers, who can be depended upon to patronize the store week by week. On the other hand, the business of the major number of furniture stores, at any rate in the towns and cities, is largely transient in character. It is more difficult to hold the customers, partly by reason of the nature of the trade, and partly because people are not, as a rule, inclined to be tied to any one furniture store. There are, of course, those who are almost life-long customers of furniture stores, but the idea of exclusive buying is not in favor, the credit system having materially contributed to its loss of popularity.

The daily papers afford evidence of the strong bid made for this chance business. It is the aim of every furniture store, whether conducted on a credit and cash basis or on a purely cash basis, to secure new customers—and to keep them. During July, Messrs. Woodhouse and Company, St. Catherine Street, West, Montreal, adopted a plan which proved very satisfactory in the way of obtaining fresh customers. The firm do an extensive credit business, also selling for cash. The scheme put into operation appealed to both classes of buyers. The plan consisted of offering beds under the credit system but at cash prices. The initial payment was a dollar, with periodical instalments of three dollars. The idea was that the plan would be attractive to those who would, ordinarily, be credit customers, seeing that they could secure better terms—cash terms instead of credit terms; and that it would also be of advantage to those who, while able to pay cash, might like to take advantage of a credit plan which did not

involve the payment of the usual extra charges involved in credit terms.

The good points of the scheme from the firm's side was the possibility of a large turnover and the accession of a considerable number of new customers. According to the manager, the plan succeeded in both points. Nor is this all. These new customers will be constant visitors to the store in order to make the periodical payments, presenting fresh opportunities for the sale of additional goods. Whatever may be the merits or demerits of the credit system, it at least affords the salesmen enlarged scope for increasing business by reason of the many enforced visits of old customers. It in fact solves to a certain extent the problem of getting the public into the store and of seeing what is on offer. Under the law of averages, a given amount of further business should result.

### A Semi-Public Bulletin Board

**A semi-public bulletin board has been found an effective means of fostering goodwill by many live stores. Its object is to offer a genuine service to the store's customers, to make the store a popular place for them to visit. In some instances it has been used as a medium of publicity for the customers' use. Notices, such as "Rooms to rent," "Piano for sale," have been encouraged, and all kinds of enquiries have been posted. A little box is placed close at hand as a clearing house for all questions and notices. The Dry Goods Economist, in discussing this service feature, emphasizes the fact that it should not be allowed to develop into an advertising sheet—its main object, to be of service to the customer, should not be lost sight of. At the same time, however, interesting little bits of publicity could be sandwiched in. For instance, a series of store inspirational slogans could be run weekly. "Twenty years of sterling service to this community," could be followed by a list of the firm's oldest and most prominent customers' with a further statement that, "through these sturdy customers we have risen to our present position—we invite you to join them."**

## The Bassick Manufacturing Co.

The Bassick Manufacturing Co., whose head office is at Bridgeport, Conn., have bought the plant of the Wood Manufacturing Company, at Belleville, Ont. This firm, which is the promoter and manufacturer of alemite products, established a small branch in Belleville a little over a year ago to try out the possibilities of manufacturing in Canada. The results of this venture have been so successful that the present plans for expansion have been undertaken. A charter was secured for the original company in Canada, under the name Alemite Products, Limited. This concern will now be merged in a new incorporation which will be known as the Bassick Alemite Company of Canada. It is proposed to manufacture here every line that is made in the Bassick plants in the United States.

## The Government's Conversion Scheme

The attention of the holders of the five and a half per cent. war loan bonds maturing December 1, 1922, is directed to the offer of the Minister of Finance to renew the loan. The last Canadian loan was placed in New York but the Minister is making his present financial operation entirely a domestic one by offering to accept the maturing bonds in exchange for new bonds bearing the same rate of interest, running for either five years or ten years as the bondholder may prefer. A further inducement to the investor is that he receives a bonus of one month's interest. The only difference is that the new loan is not tax free. The terms offered are favorable to the investor and doubtless a large part of the maturing loan will be renewed. Arrangements for the exchange of the bonds can be made at any branch of any chartered bank. Holders who do not wish to reinvest will be paid in cash on the 1st December, 1922.

## The Go-Getters Get It

There is plenty of business right around the corner, if you only go out and dig it up. Sometimes right close at hand is the biggest order awaiting us.

The writer knew a printer once who sent his salesmen all over the country to get business, and did it for years.

One day he hired a green salesman, who didn't know any better—and this salesman went into the business house just across the street, and came back with an order that totalled just $4,000.

That printer thereupon woke up to the fact that he had been letting things get away from him.

Don't say the printing business is different from the furniture business. It is only different in that you are selling something that everyone has to have.

Right around the corner from you may be a nice juicy order. Then there's down the street—and over in the next block. This may be a somewhat dead season—but there are live prospects in every building in your town.



Attractive bedroom chair—Chesley Chair Co.

# What Obstacles Prevent The Development of Your Business?

# Here is a List of Stumbling Blocks

## On Which Most Individually-Operated Retail Stores Come to Grief—Are You Taking Care to Avoid Them?

Here is a list of the principal difficulties of storekeeping which the owner of the individually operated retail business has to face, as outlined by Professor Whitehead, of Boston University, before the Boston Chamber of Commerce:—

(1) Lack of definite business policy.
(2) Buying in too large quantities.
(3) Allowing one item of expense to become disproportionate.
(4) Trying to get a buying profit.
(5) Considering increased inventory as a profit.
(6) Failure to depreciate fixtures and merchandise.
(7) Making "conditions" the excuse for poor trade.
(8) Failure to train salesforce.

The professor's analysis of these several stumbling blocks to success is interesting. He says:

"Ask the average small retailer what his business policy is and he will give one of those delightfully vague answers that tell plainly of his neglect to establish one—or even of his ignorance of what it means.

"For example: The small retailer cannot successfully cater to all the people in his community. He can cater to the poor, the medium or the fine class trade, but he cannot hope to get all of them. He may bid for the medium-to-fine trade, or the medium-to-poor trade—but if he tries to reach both extremes he will slip between the two and get—neither.

"Through not having this definite sales policy he loads up his shelves with good merchandise that is not suited to the class of trade that patronizes his store, and the people who could use it to advantage do not think of his store as one that caters to their needs and wants.

"If he lacks a definite policy with regard to credit limits and terms he, in consequence, spends (or wastes) much time in deciding individual cases that ought to be settled according to policy.

"With no definite advertising policy he spends money spasmodically and to no fixed idea. Then he wonders why his advertising does not fill the store with eager buyers.

### Don't Let Quantity Buying Reduce Stock Turnover

"The small retailer who does not realize the magic of turnover often falls into the pitfall of quantity buying to get a reduced price. As a rule, he is money in pocket if he buys a small quantity that will sell quickly and pay the extra price for the small shipment.

"This does not mean that he should never buy a quantity of an article if the price is low enough to justify it. But if he does, he should sell at a low price and stimulate sales by passing the saving in price on to the customers.

"If, however, he buys and then tries to sell them at the full retail price, he ties up money that should be working overtime instead of slumping on the job.

### Unbalanced Distribution of Expense Allowances

"A retailer may keep his expenses down to 25 per cent, let us say. Grant for the sake of illustration that 25 per cent is normal for that trade.

"Because of illogical division of expense percentages, the energy of the business is unequally applied. Too much pressure is made in one direction, while starvation of energy pertains to another. The allowance for rent may be overstepped by 2 or 3 per cent, and that extra expense has to come out of other expense items and therefore creates an unbalanced distribution of expense allowances.

"Further than that, few small retailers make any serious attempt to departmentalize sales and to charge up to each department its fair proportion of expense. If the small retailer would do this, he would find that some departments do not justify their existence and should be made to work profitably or be cleaned out to make room for a more profitable 'worker.'

### Retailer should not Endeavor to Secure Buying Profits

"Every retailer makes profit from three sources—a buying profit, a selling profit, and profits from taking cash discounts. The second and third profits are vital—the first should only be a 'hapenstance.'

"A buying profit is one that is made by buying goods before a rise. Thus when prices go up, the merchandise at once increases in value. The small retailer therefore makes a profit on buying and a profit on selling.

"Woe betide the retailer who tries to do this—it will cost him lots of money. In the first place, trying to anticipate a rise in prices is gambling—just betting on the future, and that is not the function of the retailer. In the second place, merchandise bought for a rise has to stay in stock longer than it should. There is loss instead of profit on the tied-up capital, and the more or less rapid depreciation of the merchandise. By the time such goods are sold they are quite likely to have become shop soiled, and the 'profit' thus made is turned into loss through markdown.

### Increased Inventory not Profit

"When the books are closed at the end of the fiscal year, profit is shown in the increase in capital over the amount shown in the preceding balance sheet. Suppose that the net worth of a business was $25,000 at the beginning of a trading period. At the end of that period the business may show a net worth of $30,000. Therefore, the business is $5,000 better off than it was.

"But until the inventory item is studied the applause had better be restrained. If the merchandise investments should show a $5,000 increase, it is safe to assume that the business has lost money.

"Increased merchandise is only potential profit—or potential loss. Indeed, when inventories begin to



An example of Excellent Taste in Bedroom Furnishings

swell it is wise to assume that the increase is unsalable stock.

"Profit should be disclosed by increased cash and a merchandise inventory substantially the same in amount as before. Of course, if new departments have been added, the stock should show an increase in proportion.

### Depreciation on Fixtures and Merchandise

"The day that new fixtures are built into a store, they are worth less than half what they cost.

"While it may not be politic to take such a heavy markdown the first year, it is wise to mark down heavily all fixtures. True, the loss thus taken is a paper one, yet it is wise to face facts at their worst. It is so easy to bluff oneself into believing that everything is lovely just because a 'profit' is made, when the 'profit' may be represented by a too high value on fixtures and merchandise.

### Forget that "Trade is Bad"

"It is a mistake for the individual to accept a condition as inevitable, simply because it is general. This accepting of the general as inevitable for the particular is unfortunate, especially at this time. Some retailers, many retailers, are doing a bigger business than ever before—yet 'trade is bad.'

"The reason for their success is that those prospering retailers would not accept conditions as bad for them. They would not allow themselves to be influenced by the psychology of general pessimism.

"If every small retailer would forget conditions as they apply to him and offer a wise selection of merchandise, marked at close figures based on present-day costs (even if the goods were bought at a much higher figure,) and then go ahead after the trade as if he really meant it, he would find his conditions improve and continue to improve.

"Unless the small retailers know the goods they cannot sell them—they can merely allow customers to buy them. The retailer cannot, and should not, expect his help to know the stock and to be enthusiastic about it unless he tells them about it.

"After telling the story about the goods, the retailer should educate his people in the principles of salesmanship. He should teach them the value of cheerfulness and courtesy—and make it worth their while to practice what is preached.

"And, while about it, the boss himself can practise what he preaches."

## How is it with You ?

Replies to a questionaire sent out by the National Association of Credit Men on "Has the revival of business reached your line?" indicate that improvements starts with what might perhaps be considered the most essential industries and tarries for those businesses that deal with luxuries or things that can be dispensed with. Here are some of the percentages of the answers:

| Trade | Yes | No. |
|---|---|---|
| Implement, vehicles and allied lines | 100 | 0 |
| Iron and steel | 96 | 4 |
| Groceries and allied lines | 88 | 12 |
| Drugs and allied lines | 86 | 14 |
| Clothing | 80 | 20 |
| **Furniture** | **72** | **28** |
| Dry goods, notions, etc. | 66 | 34 |
| Jewellery | 37 | 63 |

The Beloeil Art Rug Company, Limited, Montreal, has taken out letters patent of incorporation.

The Lion Safety Spring, Limited, Toronto, has taken out letters patent of incorporation.

# A Difficult Customer to Handle*

### Requires the Use of Common Sense, Tact and Sound Judgment

In some localities we still have the old spelling match, where the one who can spell the best remains longest in the contest, by spelling all opponents down. And in some places, not so remote, there exists the practice of talking against time, merely for the purpose of talking the opposing side "to death," so to speak.

Often the salesperson is confronted by a customer who, in a loud noisy voice that attracts attention, insists in telling everything that he or she knows, so that every person within shouting distance can hear. Now, for instance, when this type, in a loud, wild and wooly voice, tells you that he knows more about furniture than you ever dreamed about knowing, and you can't fool him, "No! By Gosh! No Sir! Why, my brother's boy works down at Windy's furniture factory, nailing boxes, and he told me all about it," my advice is not to start a talking down contest. You can't beat him at his own game.

#### Find the Easy Way

The fact remains that he is what he is, and we are supposed to sell him merchandise. There must be some way of approaching him that will help us to find the easiest path to a proper sale. Let us see, the "know-it-all" kind of folks are individuals, as a rule, who have a bump of egotism over-developed; that is, their "Ego" or "Self" got started and could not stop, so it has overgrown itself and has crowded out some other things like judgment and sense of proportion and the proper fitness of things. These persons are like gardens where one kind of weed will monopolize the whole show and kill some of the desirable plants.

This type is really suffering from a form of ignorance and vanity combined. The easiest way to make sales to this type is to feed their vanity with flattery. They believe they are "wise guys." All right, tell them so in words they love to hear. They will eat them alive. I know. I have tried it.

They believe they are always right and want you to be sure to recognize that fact. All right, give them the food they want (in a quiet, soft voice) by



Grateful for the information

letting them know how grateful you are for gaining so much information. They believe they are very wise and know so much that no one can fool them. All right (still in a small voice) tell them how much pleasure it is to wait upon them, because it is always easier to sell folks that are "informed" than it is the ignorant.

This line of action will quiet them down, and they will become less noisy, because they will believe that they have convinced you that they are what they themselves think they are—and so the need for loud, noisy protestation is gone.

#### Sell Them Right

Now, it is very important to sell this type of customers and sell them right. If we can cause them to feel that they have convinced us of their greatness they will shout praises of the store, and salespeople, and merchandise, to the skies—just as loud as they will condemn and curse the whole outfit if we do not succeed in giving them just what their unbalanced nature demands.

We are the ministers to their material needs and our prescription for them should be about this proportion:

Mixture: Merchandise Dope 25%, diluted with Vanity Syrup 75%.

Dose: Give freely to every Know-It-All Customer.

Results: (if instructions are carefully followed) Guaranteed Satisfaction.

The application of this dose does not mean that you must be deceitful, sharp and unfair. It means the use of common sense, tact, and judgment.

*From "Types of Customers," by Wm. Pidgeon, Jr.

# An Effective Western Stunt

### Creating Goodwill that Will Endure for Years to Come

A unique publicity stunt was recently "put across" in a Western store which, from a good-will standpoint, proved very effective, and also produced immediate results in the way of increased sales. It was called the "Woman's Club Department Manager's Sale," and also proved very profitable to the Club under whose auspices it was conducted. "Furniture Age" tells how the scheme was carried out.

Prominent advertisements were run in the newspapers announcing that on a certain date the local woman's club would take over the management of the H——Furniture Company's business for one day, when fourteen ladies whose names were well-known throughout the community would assume the duties of department managers.

Portraits of these "star" additions to the store's staff were reproduced in the advertising, in connection with announcements of alluring values to be offered under their direction in each of the store's sales sections. The general policy of the day was dictated by the chairman of the women's club building committee, who assumed the office of sales' manager. A floor manager and an advertising manager were also appointed, in addition to the heads of the different departments. The store's regular executive staff remained discreetly in the background to solve unexpected merchandising tangles, but it was surprising how little their advisory supervision was required.

The popular appeal was based largely on the fact that a substantial percentage of every sale was to be donated to the building fund of the new club house which the women's organization was planning to erect.

"Through the courtesy of the H—— Furniture Company," wrote the temporary advertising "manageress" in her introductory advertisment, "arrangements have been made by the building committee of the women's club to take over the management of their store, Saturday, May 20. Tremendous values

are featured in each department, and on every dollar of this department manager's sale, a generous percentage goes to the building fund for the new Club House. The Women Managers have entered a race to see which department by use of special values can most exceed the department quota and win the prizes offered for the first three departments. A cordial invitation is extended to the people of the community to attend this great sale."

The publicity campaign included, in addition, direct-by-mail letters to the five hundred and seventy-five members of the local organization, as well as to housewives throughout the district.

"It was not expected at first," the management of the store explained, "that the temporary department managers would take a particularly active part in actual sales. Our regular sales staff was on the job, of course, and the ladies were to be in evidence as hostesses in each section of the store, there to greet their friends and bear witness to the legitimate character of the enterprise.

"But it was surprising how enthusiastically those women went to work and insisted upon selling home furnishings to their neighbors whenever the opportunity arose. Every furniture merchant will appreciate the sales value of a washing machine demonstration conducted by one of the best known women's club workers in town.

"As a matter of fact the ladies themselves, unassisted, were responsible for a great many sales—sales that doubtless would not have been made without their assistance. The event was an interesting success in every way. The day's returns were big, from a sales' standpoint, and the good will the store derived from the occasion will endure, no doubt, for years to come. A great deal of benefit came through the direct-by-mail campaign; every women who made a purchase at the store on May 20, acted upon the conviction that not only did she receive her money's worth, but that she was helping the women's club.

"Luncheon was served during the noon hour for the employees and their temporary managers. During the afternoon members of the women's club offered refreshments to every visitor."

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# Imagination in Business

### An Intangible Quality but Essential to Financial Progress

Imagination is an intangible quality. Nevertheless it is as real and vital as electricity, or the microbes we cannot see, or love which we cannot weigh.

Imagination is a Magic Gift bestowed upon little children, to make childhood rich and lovely. By its exercise, the broken bits of glass and crockery become wonderful treasures, and the flat spaces outlined with sticks and stones, a rare palace. Imagination peoples the child's world with fairies, with readily-accepted wonder-tales, and even with good old Santa himself!

An Imagination is not a childish attribute alone, for with out it, human beings can never be happy or prosperous. The girl who practices her music lesson, will find it drudgery unless she can hear in the tones she produces, the falling of water, the twittering of birds, or the rhythmic beat of the surf on the shore.

The young chap will rebel against his years of training in applied science, dry mathematics, and in experimental work, if he does not use his Imagination to look into the beyond and to see what service he will be able to give to the world some day, and the returns which will be justly his for that service.

The mother who cradles her little child in her arms, and who gives up her own interests that her little one shall have the best she can give, is motivated by the Imagination of the worthwhileness of the future she is building.

The business man who lives only in the present, and who makes no plans for an ultimate goal for which he is willing to work, and to suffer, and to sacrifice, is the man in a blind alley job; the man on a stupid treadmill which will never advance him one yard beyond his present position.

Imagination is the electricity of effort. It is the friendly germ of Progress. It is the love of doing and being. It is the essence of faith and hope. It is that joy of vision which makes dreams come true.

Without Imagination, life is like a gray day, without the sunshine. Without Imagination, life becomes a monotonous, desert-like stretch, without silver showers, springing flowers, tumbling waterfalls waiting to surprise us around the next corner, or the eager gladness of friends who care.

Imagination helps us to endure the disappointments of today which we know are but temporary. It encourages us to put up with rough journeys and uphill climbs because of what will be waiting farther on. It contents us with the knowledge that though some of the satisfactions and rewards of life may be lacking,—that a splendid eternity awaits us with the rewards we have merited in abundance.

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## Flexibility in Merchandising

One of the essentials of successful merchandising to-day is flexibility. This is a time of flux. Conditions are constantly changing. The public mind is unsettled, their tastes erratic, their moods uncertain. It is a time, too, of rapid progress and development. People accept, to-day, with scarce the elevation of an eyebrow, the most marvellous electrical and scientific discoveries. We are becoming almost surprise-proof, and there seems to be nothing so marvellous that it can shock us out of our matter-of-fact take-for-granted attitude.

Under such circumstances as these, the merchant needs to be wide-awake. He needs to cultivate a sensitiveness to the moods of the public. His mental barometer must accurately register the atmosphere of his community, so that he can anticipate the psychological appeal almost from day to day.

Of course there is always the fellow who jumps about from one policy to another and never gives any line of action a fair trial. He's simply got a dose of nerves, or lacks persistence, or has something loose somewhere in his make-up. What we have in mind is not that a man should change a good policy, but that he should always be ready to adjust it to the conditions of the moment. Pleasing the public is like pleasing a woman. It requires tact, patience and foresight, and not a little well-timed wooing—but it pays. Oh, Boy! It pays!

---

Mr. Andrew Jardine known to the furniture trade for some years has recently purchased the interest of his brother Bert Jardine, and is now operating a very fine and well stocked furniture store on Pitt Street, Cornwall.

# Can you Read your Customer?

## If You Would Buy Right You Must Know What Will Sell

The store in the smaller town or city cannot hope, of course, to successfully **copy** the methods of the big houses in the main centres. The conditions are different and the methods must be adjusted accordingly. It would be fatal, for instance, for a smaller concern to start plunging with large purchases without regard to selling possibilities, for the purpose of securing reduced prices. But while one may not imitate the other fellow's ways of doing things, one can learn a great deal from them. And obviously, one lesson that can be drawn from the facts mentioned above is that too much emphasis cannot be placed upon the importance of buying right. And in order to buy right, one must keep his eye always on the selling end. Will it sell at the price we can afford to offer? That is the one and only guage by which the wisdom of a purchase should be determined. And in order to use that guage effectively, the merchant must know his clientele. He should know almost to unit the number of prospective purchasers in his community for any article he buys. And it is always best to be on the safe



Dinner Chair, Bell Furniture Co.

side in buying a few less, rather than a few more, than the market can assimilate. If you are sold out of a certain line and can't supply the customer who wants it, well, you've lost a sale unless you can satisfy her with something else. But if you have a few of the line over that you can't dispose of, except at a big reduction, then is the time that you actually lose dollars and cents—and that's what hurts. Therefore, we say, know your clientele thoroughly, know their tastes and their requirements. This knowledge will enable you to concentrate your buying. You'll buy less of the lines that don't sell and more of the lines that do, thereby you will gradually be enabled to take advantage of that larger unit purchasing power, which helps to determine the price you have to pay for the goods.

### The Smaller Concern's Opportunity

Scientific buying and scientific merchandising is needed to-day. Every move a business man makes should be based, not on chance, but on facts. Charts are an invaluable aid in analyzing the merchandising possibilities and probabilities. Classify your stock and classify your clientele into groups and calculate how much furniture of each class is likely to be bought by each class of customers. This is getting down to science in business. You've got to **know.** Guesswork won't work these days. It is here that the smaller man in the smaller town has an advantage over the large organizations in metropolitan centres —he can get closer to his clientele and figure out their requirements more accurately. He can become acquainted with a large percentage of them personally and learn their likes and dislikes, their idea on home furnishing, and their plans for the future. Records of his sales and a close study of his community, its rate of development, its annual home building, its marriages, its house renovations and redecorations, its furniture renewals, and the spending of its average citizens for these purposes—these constitute the merchant's opportunity for scientific business building. And there's not going to be much business built by chance and guess work for many years to come.

## Caught Largest Bass

The North American Furniture Co., Ltd.
Owen Sound, July 22nd, 1922.

Editor Furniture World,—

Mr. William Fieldkamp, manager of the Canada Glue Company, Brantford, was my guest on a bass fishing party up north a few days ago. While Mr. Fieldkamp is a lucky and enthusiastic fisherman, and a real all-round sportsman, I wish to correct some of the reports I have heard since he returned to Brantford.

It is quite true that he caught a great number of bass, and more or less put the fish market out of business for a few days in Brantford, but by the enclosed newspaper clipping, which was taken from a local paper, you will note that he did not catch the largest one. I think Mr. Fieldkamp should credit me with a good deal of modesty in not even taking the measurement of the prize fish. Up north, however, we are used to big things, and Mr. Fieldkamp, living in a small inland town, should be excused perhaps, as he was no doubt carried away with the number of his catch rather than the size.

Yours very truly,
J. A. Minchner.

**Caught Largest Bass.**

W. J. Feldkamp has just returned from Stokes Bay, in the vicinity of Georgian Bay, where he has been bass fishing, in company with a party of sportsmen, for the past several days. J. A. Minchner of the North American Furniture Co. of Owen Sound, is credited with the catching of the largest bass in years at Stokes Bay. No measurements could be secured.

# The Satisfaction of Thrift

### A Thrifty People Means Contentment and Leadership

Thrift is a peculiar word. It has a funny, stubby sound which is agreeable to our ears if we are a saving temperament and a reproachful accent if we are thriftless or inclined to belong to the Spendthrift Class.

That word "Sprendthrift" means, scattering our savings, or our capital or assets. It is a title none of us enjoy, and yet all who are not thrifty, are spendthrifts.

To be thrifty, we must first of all make the greatest possible use of our own natural talents and endowments—no matter what they are. We must make efficient and resultful use of our time—not wasting it or allowing it to drift away without giving us the largest returns which we can gain from it.

The man who operates a peanut stand when he is perfectly capable of being a good farmer who will produce much food, is a spendthrift. The man who uses seven evenings a week seeking to be amused, and spending money in the effort, when at least half of that time could be used in taking a course of study which would increase his efficiency and earning power and ability to render larger service— is thriftless.

The person who refuses to pay his own way or his just share of the expenses of an outing or an undertaking, is thriftless, for he is paying too high a price for his own self-respect. The man who declares that he cannot afford this or that because of the dollars it will cost, and who sacrifices happiness, health, culture, or opportunity in consequence, is thriftless—for money is of value only because of what is makes possible in the way of present necessities or permanent investment of merit.

The business firm which felt it could not afford an up-to-date store front and fixtures, was thriftless in that it paid for these improvements in lost prestige and patronage.

There is thriftlessness in inactivity, in fear, in timidity, in ill-advised and speedy action, in plunging, in foolhardiness, and in taking unnecessary risks.

True Thrift means making the best use of everything we have in order that we may benefit ourselves or others in the use of it. This is simple enough and the very essence of good busness judgment.

Why should we go on spending and spending foolishly to please the other fellow? Maybe he is a thriftless chap and will waste the money. Anyway, the more wisely we handle our own affairs, the stronger will be society as a whole.

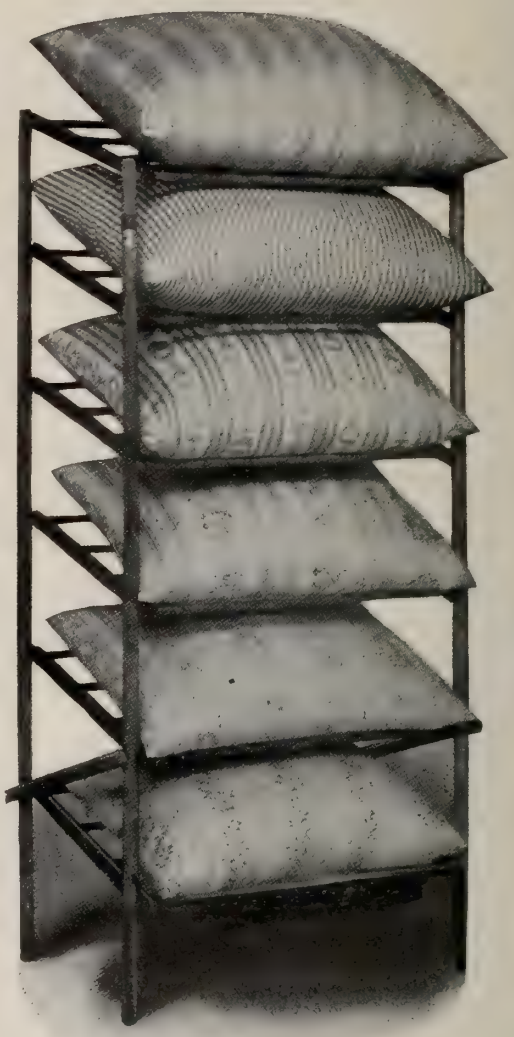
We do not always take into consideration the satisfaction of Thrift. The person who is making the best use of talents, time, and money, is sure to be contented and reasonably satisfied, even if ambitious. There is real joy in lying down at night with the feeling in mind:

"Well, I have spent a good day. No part of it has been wasted. I have made others happier and life easier for some at least. I have done nothing myself to occasion regret or remorse. On the whole, I have been a good citizen!"

Such an individual will sleep soundly and will awaken eager for another good day. The thriftless individual—the spendthrift, may enjoy the broadcasting process for a time, but sooner or later there comes anxiety, worry, and often want and despair. Joy is replaced with bitterness, and anticipation with dread; and a mellow and delightful age with the Dead Sea fruit of what might have been.

Thrift means independence and happiness all along the way for there is solid satisfaction in actually knowing that we are making our lives count, and that should a sudden call come, our unfinished business, will not be the cause of embarrassment to others.

A thrifty individual is a patriotic one, no matter how small or large the position filled may be. A thrifty people makes a thrifty nation, and a thrifty nation is always a world leader!



Pillow Display Rack by St. Lawrence Furniture Co.

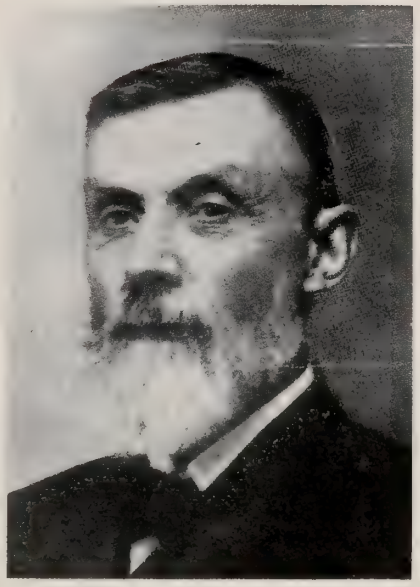
## Art Craft Furniture Co. Extending

A by-law has been passed in Goderich, Ont., under which the Art Craft Furniture Company takes over the old Wheels Rigs factory at the amount owing by the former occupants, $9,700 and secures partial tax exemption for ten years. The new company will engage extensively in the manufacture of children's vehicles and rattan furniture. Mr. R. P. Gough, of Toronto, is largely interested.

# Three Furniture Men You Should Know



D. E. Macintyre,
North American Furniture Co.
Owen Sound, Ont., Director.



Daniel Knechtel, Knechtel Furniture Co. Ltd.,
Hanover, Ont.



W. J. Anderson,
Stratford Chair Co.,
Stratford, Ont., Director.

## A "Different" Sales Contract

A dealer we know has a sales contract different from most furniture stores. On all sales above $5.00, 10 per cent. is allowed for cash, 9 per cent. if paid within thirty days, 8 per cent. sixty days, 7 per cent. ninety days, 6 per cent. 120 days, 5 per cent. 150 days, 4 per cent. 180 days, 3 per cent. 210 days, 2 per cent. 240 days, 1 per cent. 270 days and net the tenth month. After ten months 6 per cent. interest is charged. This method of a sliding scale of discounts has proven very effective in keeping collections high, and by charging 6 per cent. after ten months most accounts are cleaned up within a year.

## Too Personal

George Bernard Shaw may have started this sarcastic one. It's about an enterprising salesman who believed in putting the homely style and personal appeal in his letters. He sent out a letter to a number of firms, addressing it to their purchasing agents. The letter opened with this sentence: "If you had a hole in your trouser pocket through which your loose change was trickling every day, etc." And it went on to explain how his product helped stop a hole in business. The results from the letter were mostly good but when he called at the office of Blank & Co. a short time later and sent in his card to the purchasing agent, he was told icily that Miss Jones didn't care to see him.

## Cornwall House Furnishing Co.

H. G. Jackson of Cornwall, Ont., has recently purchased the interest of H. J. Roth and is now operating a very fine retail furniture store on Pitt Street, Cornwall, known as the Cornwall House Furnishing Co.

## R. S. V. P.

Fred Burlew, the horseman, does other things besides train the wonder horse "Morvich" winner of this year's Derby. When the "boys" gather round he contributes his share of the stories. One concerns two men with like names—John A. Smith. Both lived on the same street in the same block. One was a doctor, and one a clergyman. The doctor went to Africa one spring, with a party of friends, to hunt big game. A couple of weeks after Doctor Smith's departure, the minister died. And the following day a cablegram was sent by the doctor to his wife, addressed to "Mrs. John A. Smith." The messenger boy, in error, delivered it to the minister's widow who opening it, read: Arrived safely, but heat is terrific, John."

"Looks Comfortable"—Chesley Chair Co.



## Did You Ever Have This Experience?

It's really a rather peculiar sensation to wander into a furniture store with the intention of buying something and find the premises, apparently, without human habitation. Yet it happens! Perhaps it's a kitchen chair one wants. He expects to be greeted at the door and is rather abashed to find that there is no one in sight. He hesitates, looks around, peers down to the far end of the store, and then begins cautiously to explore. He wanders through thickets of floor lamps, and multitudes of bedsteads and tables and bookcases and baby carriages. Still there are no signs of life nor of kitchen chairs. He tramps around in the hope of attracting some attention, but is only answered by the sound of his own footsteps. At last, when in exasperation he turns to leave the store, there are indications of some movements in the basement, and finally a head heaves in view over the railing of the stairway. The customer, having wasted so much time, and feeling that perhaps he might have a similar experience in another store, decides to wait and make his purchase—but don't you think it likely that the next time he requires an article of furniture, he'll try some other concern.

## The Cover Sample Abuse

Chicago, Aug. 3, 1922.

Editor Furniture World:—

Some old philosopher has said that we eventually pay, for what we think we get for nothing, and such is the case in the retail furniture trade in the matter of samples of upholstery covers.

It has been the practice in years past for manufacturers of upholstered furniture to furnish small cover samples without charge. Gradually the retail trade began to request larger samples, and still larger, until recently 24 inch square samples have become the rule rather than the exception. As the demand for the larger sizes increased gradually, manufacturers were slow to appreciate exactly what these samples were costing them. In fact, it is only a matter of months since the real expense involved was figured at all, and when it was, the result was astounding.

One manufacturer, whose largest business is in medium grade goods, kept an exact record on thirty-four sets of sample books, and he was dumfounded to discover that these thirty-four sets had actually cost him almost eleven hundred dollars. The bill for the cloth alone was eight hundred dollars—then there was the additional cost of the covers, the printing, binding, etc.

Although the industry was slow to recognize the leak this practice produced, it has finally reached the stage of national comment, and practically all of the large houses are now making a charge for large samples. They will furnish small samples to their customers without charge, but they are asking their dealer friends to pay for the big ones if they want them.

This change in policy was born of necessity. With a sample cost of one hundred dollars for every thousand dollars worth of goods shipped, it is evident that this practice would lead to disaster if it were allowed to continue and to grow. The cost of the samples was not figured into the cost of the goods, hence, in most instances, these costs formed a "leak" which did not develop until the day for accounting arrived.

Retailers, being good business men, appreciate the necessity of eliminating all waste in industry, and the vast majority of them were quick to see the manufacturer's viewpoint. Now, instead of carrying a number of large sample books secured from various manufacturers, they find that one book, together with the smaller sample books of a number of makers, is usually sufficient for their needs. And they value the samples they have paid for far more than they valued the old ones which were given them without charge.

We eventually pay for what we think we get for nothing, and it would certainly have become necessary to charge the cost of the samples into the cost of the goods had the old practice continued.

Yours truly,
Ralph F. Winders,
Executive Secretary, N.A.U.F.M.

## Caution in Giving Credit

A furniture dealer relates a recent incident which indicates how necessary it is to use caution in the extension of credit.

A young woman came into his store and asked to be shown some baby carriages. After she had selected one that pleased her, she told the manager that she hadn't the money to pay for it just then. She had just a dollar available at the moment but was selling a bedstead to a neighbor and would get the money for it the following Saturday. And if she paid the dollar down, could they possibly let her have the baby carriage now, and she'd pay the balance just as soon as she got the money for the bedstead. She needed the carriage very badly in the meantime in order to take the children out this warm weather. Would the firm wait a week for the remainder of the payment?

The manager listened sympathetically to her story. When a woman comes looking for a baby carriage, you can't help but feel a bit sympathetic if you're a parent yourself. And the result was the young lady wheeled off a $20.00 carriage for her youngster. The firm hasn't seen or heard of her since, but is informed by neighbors that she left town for parts unknown the day after she made her "purchase."

## Why Not a "Lost Sales" Record?

Have you a lost sales record? When a sale is lost you should know about it, and why, so as to guard against the loss of another from the same cause, if possible. Some of the most common reasons and excuses for customers not buying are: price too high; looking for something better; just shopping; saw article at lower price elsewhere; will wait for special sale; does not like type of merchandise carried; wants to show goods to a friend.

Some progressive concerns have adopted the plan of supplying their salespeople with forms on which they report daily each sale lost and explain the circumstances of its loss. This supplies the management with very valuable data, both as to the efficiency of the members of their sales force and the possibility of improving the condition of their stock or their business system.

**A "Made-in-Stratford" exhibit will be one of the features of the Coliseum at the Canadian National Exhibition this year. Jamaica will have its first official exhibit since 1914.**



554A Vanity Dresser
In American Black Walnut

# Worthy of Canada's Fine Homes

Furniture made in our factories is recognized by discriminating buyers as being correctly designed and made with exceptional care.

People of good taste regard the merchant handling North American Furniture as a leader in his line.

**The North American Furniture Co., Limited**
OWEN SOUND - ONTARIO

# Established Business Papers

¶ Unless we felt that our papers were, even in a small way, contributing to the enlightenment and betterment of our specialized fields, we would have little excuse for existence.

¶ We believe that our papers enjoy greater prestige among representative men than any similar publications in Canada and that our advertising rates are the lowest per interested reader.

PUBLISHING HOUSE OF HUGH C. MACLEAN










## Hugh C. MacLean Publications

*Electrical News*
*Canada Lumberman*
*Footwear in Canada*
*Canadian Woodworker*
*Western Contractor and Builder*
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*Furniture World*
*Western Lumberman*
*Western Coal Review*

Head Office : 345 West Adelaide Street

**Vancouver Chicago Toronto Montreal Winnipeg**

*The largest publishers of technical papers in the British Empire, printing in Toronto, Winnipeg and Vancouver. Proprietors of MacLean Building Reports Limited.*

## RISHEL SANITARY "VENTIBESTOS" TABLE MATS

**Orders Filled Promptly by Express or Freight**

The ONLY Mat with a centre of CORRUGATED ASBESTOS.

Our mats are five ply, consisting of one heavy sheet of corrugated asbestos between two heavy sheets of wool felt. These are firmly quilted together and enclosed in a removable flannel cover. The cover consists of white cotton flannel on one side and green Kearsage Plush on the other. There is no possibility of marring the table top when our Ventibestos mats are used.

Round or square are the same price.

Unless specified will always ship round mats.

Originated and sold only by us. This Solid Fumed Oak Display Rack Absolutely free to our dealers. Write us for particulars




100 per cent Efficient
The Silent Salesman

Special attention given to Canadian orders.

**J. K. RISHEL FURNITURE CO.**

WILLIAMSPORT, PA.

**Dining and Bed Room Suites**

"We make all our own Chairs and Dining Tables."


# EXAMINATION

By

## The Board of Examiners

to be held at

## Toronto, Sept. 4th and 5th, 1922

The Board of Examiners, under the Embalmers' and Undertakers' ACT, will conduct an Examination for those wishing to qualify for Government Certificate and License, in the Anatomical Section of the University Building, Toronto, commencing on September 4th, 1922, at 1 p.m. continuing on Tuesday September 5th.

Candidates wishing to take the Examination will send in their application and fee of $20.00 to the Secretary not later than August 25th, 1922. Blank forms of application can be had on application to the Secretary.

T. E. SIMPSON, Esq.,
Secretary-Treasurer,
Sault Ste. Marie, Ont.

# Can We Help You?

There may be certain articles which you cannot find in these advertising pages that you would like to have information on. Do not hesitate to use this form, no matter what it is. If we can be of any service to you in supplying that information, it will be a pleasure to do so. We want you to feel that the Furniture World is published in your interests and we want to help you whenever we can.

## INFORMATION WANTED

Furniture World
347 Adelaide St. West,
TORONTO.

Date.....19

Please tell me .....

.....

.....

Name .....

Address .....

# Quick Action Section

The rates for this department are $2.80 per inch per insertion with 25% discount for four or more insertions. Advertisements requesting employment or employees will be inserted at one cent per word. Confidential box numbers available.

**WANTED**—Furniture and undertaking business in good town; must be over 50 funerals per year. Box 231, Furniture World, Toronto. 8-9

**WANTED**—Good Salesman to sell as a side line, a first class line of Chesterfields in Western Ontario, on a commission basis. Apply Box 166, Canadian Furniture World, 347 Adelaide St., West, Toronto. 6-22-3

**FOR SALE**—Furniture store 25 ft. x 100 ft., with a $15,000 stock of furniture and carpets will be sold without reserve. It is an established business located on the main street in Saskatoon and is well known throughout the surrounding country. Further and full particulars will be given in response to enquiries addressed to, The Reinborn Furniture Co., 139 Second Ave., Saskatoon, Sask. 7

**FOR SALE**—Furniture and Undertaking business in good Alberta town. Must sell. Box 227 Furniture World, 347 Adelaide St. W., Toronto. 7-8

## MOTOR HEARSE FOR SALE

Guaranteed in every way. $1,600 Cash. Apply Box 230, Furniture World, Toronto. 8

**WANTED TO BUY.**—A real good undertaking business in an Ontario City. Send full particulars at first writing. Box 228 Furniture World. 7

**WANTED**—An Undertaking and Furniture business in a small town or village in Ontario. None but a good paying business wanted. Apply Box 225 Furniture World, 347 Adelaide St. W., Toronto. 7




## UPHOLSTERY SPRINGS

Highest quality Upholstery Springs, made from the finest grade High Carbon Steel Wire, oil tempered after the coiling operation, thus insuring uniform strength and "No Set." Remember, the quality of your High-Grade Upholstering depends entirely on the quality of the springs you are using.

## HELICAL SPRINGS

for spring bed and mattress fabrics. Get the habit; buy Canadian Springs.

**James Steele, Limited**
**Guelph Canada**

# WE ARE IN THE MOULDING AND PICTURE FRAME BUSINESS

And are turning out the finest goods made in the British Empire

HAVE YOU HAD ANY OF OUR GOODS LATELY?
THEY ARE STILL VERY SATISFACTORY.

# MATTHEWS BROS., LIMITED

*The big Canadian Moulding House*

1906 Dundas Street West — Toronto, Canada



Now is the time to place your order

## PEERLESS FOLDING TABLE

The ever increasing demand for Peerless Folding Tables prove that our table is unsurpassed and unequalled for convenience, quality and finish, yet at a price that is within the reach of every householder.

**Hourd & Co., Limited** Sole Licensees and Manufacturers **DEPT. W LONDON**



No. 487 Elm Dining Room Suite—Satin Walnut or Fume Finish

# KNECHTEL FURNITURE
## MEANS
# BETTER BUSINESS

More business and better business is the reward of the dealer who takes advantage of the popularity of our recent creations in furniture suites. The designs are particularly attractive, well made and the quality is such that the dealer can guarantee satisfaction with every piece.

New furnishing problems are presented in the moderately priced apartments and the small homes of today. The appeal which many Knechtel suites make is largely due to the happy way in which they solve these problems. Can you afford to neglect this opportunity for increased business?

Write for Particulars

## THE KNECHTEL FURNITURE CO. LIMITED

HANOVER ONTARIO



Be sure and call on us when at the

# Canadian National Exhibition

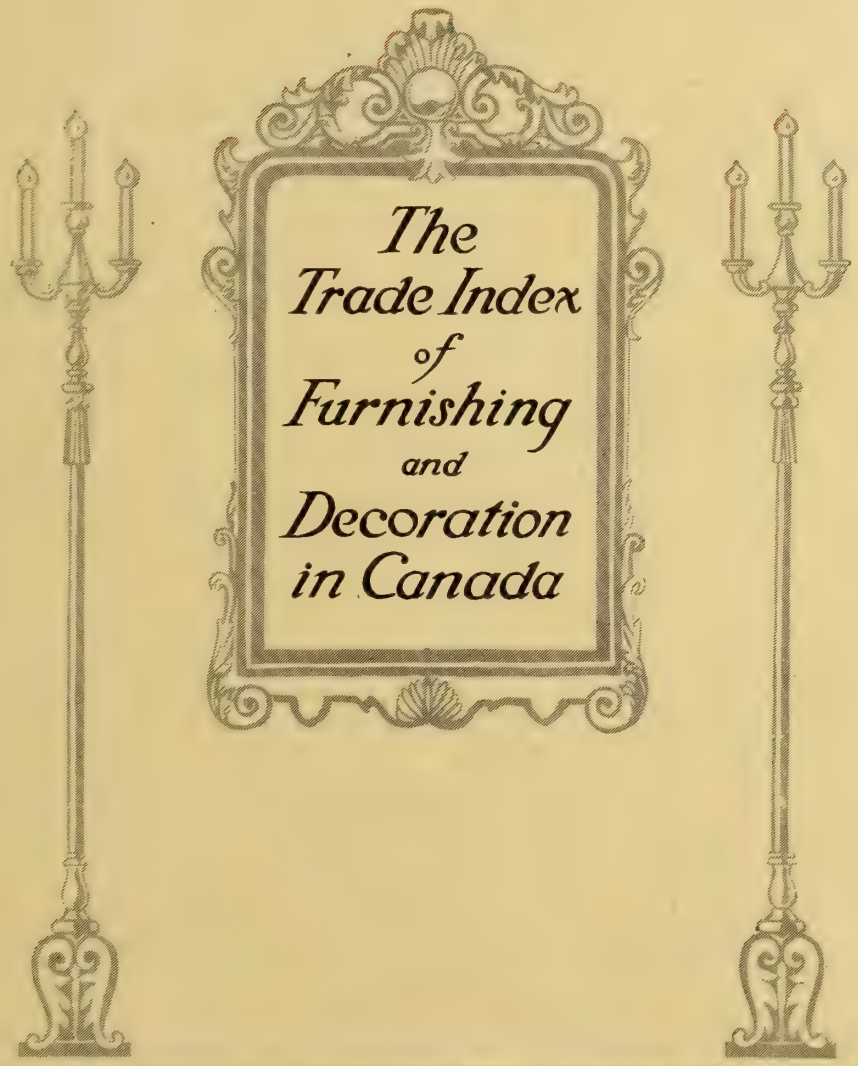
August 26th, to September 9th. In an effort to give you an idea of the extent and variety of our tremendous line of upholstered furniture in artistic designs and coverings, we are occupying three booths Nos. 94-107-151 in Industrial Building No. 3. The new famous 5 in 1 patent chair will also be demonstrated, to see this chair alone would make it worth your while coming to the C.N.E.



## The Queen City Furniture Co., Limited

**27--53 Vine Ave. - West Toronto**

# FURNITURE WORLD

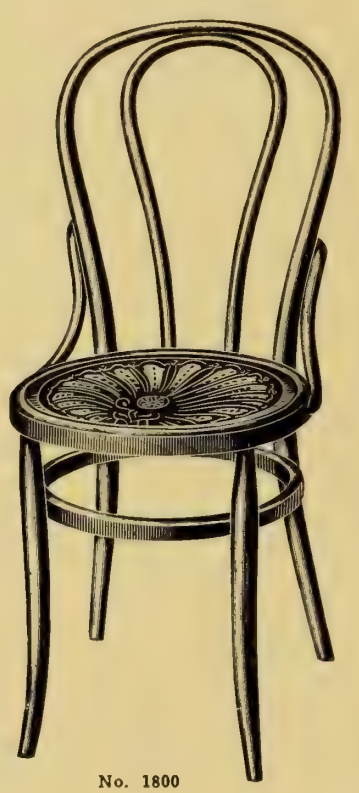



Hugh C. MacLean Publications Limited

Vol XII Toronto, September, 1922 No. 9

# Leaders in Their Line

## BENTWOOD CHAIRS



No. 1800



No. 920

For year-round steady sellers there is no line to equal "North American" Bentwood Chairs. Their general utility, lightness and strength make them favorites everywhere, and the dealer who displays them reaps a reward in generous profits. Write for full particulars.

## The North American Bent Chair Company, Limited

OWEN SOUND - ONTARIO

# Mr. Furniture Merchant

*Exceptional Values*
*Neat Designs*
*Varied Selections*
*Good Construction*
*Excellent Finish*

These are the factors which sell your merchandise at a profit and these you will find in the **C.E.O.** combination line of Dining Room Furniture.

# Business is Good

Therefore we advise placing orders early for your requirements to avoid disappointment in shipment.

Chesley Furniture Co. Ltd., Chesley, Ontario
Specializing in Extension Tables

Elmira Furniture Co. Ltd., Elmira, Ontario
Specializing in Dining Room Chairs

Orillia Furniture Co. Ltd., Orillia, Ontario
Specializing in Buffets and China Cabinets





# A Chesterfield Suite of Unusual Beauty

Suite No. 7211—In both construction and material this suite is well up to the Schierholtz standard. With steel tempered coil springs in seat and back, Fischman Spring-filled cushions, and handsome upholstering, this is an unusually handsome suite. The Chesterfield may be transformed into a comfortable bed in a few seconds and when used as such the tapestry is thoroughly protected. Write today for full particulars.

## THE SCHIERHOLTZ FURNITURE CO. LTD.

NEW HAMBURG ONTARIO





## Embodying that most essential feature

# SALEABILITY

**Our No. 905 Buffet** *Two Tone Walnut Finish*

Saleable because it combines unusually good taste in design with the best that can be found in workmanship and materials. Saleable because it can be sold at a price that your customers can afford to pay.

If you really want goods that are saleable, by all means link up your store with this nationally known line,—Andrew Malcolm.

## THE ANDREW MALCOLM FURNITURE CO. Ltd.

**Kincardine - - Listowel**

# PERFECTION

MAY BE BEYOND HUMAN ATTAINMENT BUT MALCOLM & HILL FURNITURE CREATIONS REACH A STANDARD OF EXCELLENCE RARELY EQUALLED AND NEVER SURPASSED.

# INSPECTION

WILL CONVINCE YOU




## MALCOLM & HILL, LTD.

Head Office
KITCHENER

Branch Factory
LISTOWEL

# Boost Your Sales with




The unusual appeal which Meaford Furniture makes is based on its combined high quality and moderate price.

The line is particularly suited to the smaller houses and apartments of the present day and finds a ready sale wherever shown. In design, finish and material it is the equal of much higher priced lines.

We will gladly furnish you with full particulars and prices of our various lines. Prompt attention will be given your enquiries.



No. 501



No. 501

## The Meaford Manufacturing Co., Limited

**Meaford — Ontario**



TO create furniture so beautiful and of such quality that price is of the secondary importance because of the true value in every piece, is our constant endeavor.

Yet the price is as attractive as the furniture itself.

*May we furnish you with particulars of our line?*

*The H. Krug Furniture Co., Limited*

*Kitchener, Ontario*

# DOLL CARRIAGES

## *Lloyd Loom Products*



Lloyd Loom Doll Carriages are the exact duplicates of Lloyd Loom Baby Carriages. They are made of the same fine, strong wicker; they are woven out of the same continuous strands without short ends, corners or unsightly braid; they are made of the same strong steel and have every one of the "selling" characteristics of the Baby Carriage line. Lloyd Loom Baby Carriages just like Mother's Baby Carriage. You have a great opportunity to supply the market with just what they want and at very reasonable prices.

**Heywood Wakefield Company of Canada, Limited**

*Successsors to the Lloyd Manufacturing Company*

**Manufacturers of Lloyd Loom Products**

**ORILLIA** **ONTARIO**










# How to Sell more LINOLEUM

This Fall great quantities of Linoleum and Linoleum Rugs will be sold throughout Canada. Hundreds of merchants have laid plans to reap this harvest of desirable business—are you going to get your share? Our co-operative service is available for you. A few practical suggestions are offered, which we will help you carry out. Let's get together right away.

Fix up a Linoleum window that will make people stop, look and buy. Send to the Dominion Oilcloth Company for their attractive window trims, showcards and paper patterns.

Give Linoleum a place in your newspaper advertising. We will supply you with our illustrations free. They are striking, convincing and will bring you results.

And how about an enticing display of our show cards? These are painted by the best artists and receive notice wherever used.

Make up a mailing list. Enclose ou interesting folders with a personal letter, suggesting that the customer visit your department to see the new designs just in.

Write us for the enclosures. Personal service goes far to win and hold customers—measuring the rooms, helping to lay the Linoleum—estimating the cost. These other little attentions will develop business. Why not fill in coupon right away.







**Dominion Oilcloth & Linoleum Co. Ltd.**
**Montreal Canada**

CUT OUT AND MAIL THIS COUPON TO-DAY

Please send me without charge the following:
Show Cards
Paper Patterns
Illustrated Booklets
Newspaper Electros
Dummy Rolls

Name .....
Address .....

STRATFORD FURNITURE

# A Modern-Day Necessity




Nowadays with smaller houses and smaller rooms and particularly with the advent of the modern apartment, something in the nature of a folding bed is practically a necessity.

Of the many such devices on the market, none so completely and satisfactorily fills the bill as does the Kroehler DAVEN-O.

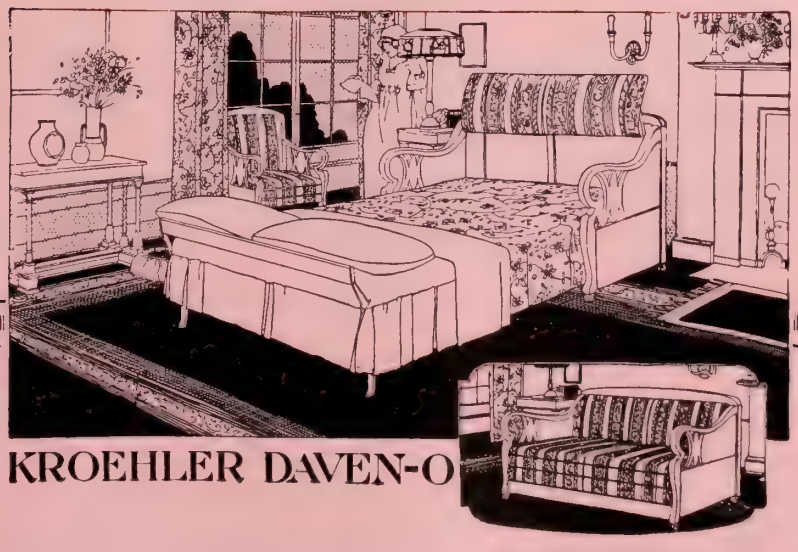
By day this folding bed is a luxurious chesterfield. At night, in a twinkling, it is converted into an inviting restful bed. Thus to all intents and purposes it adds an extra room to the house or apartment. It is the spare room when visitors arrive.

As a profitable proposition for the merchant, its value cannot be too strongly emphasized. Are you selling the Kroehler DAVEN-O?

## The Kroehler Mfg. Co., Limited

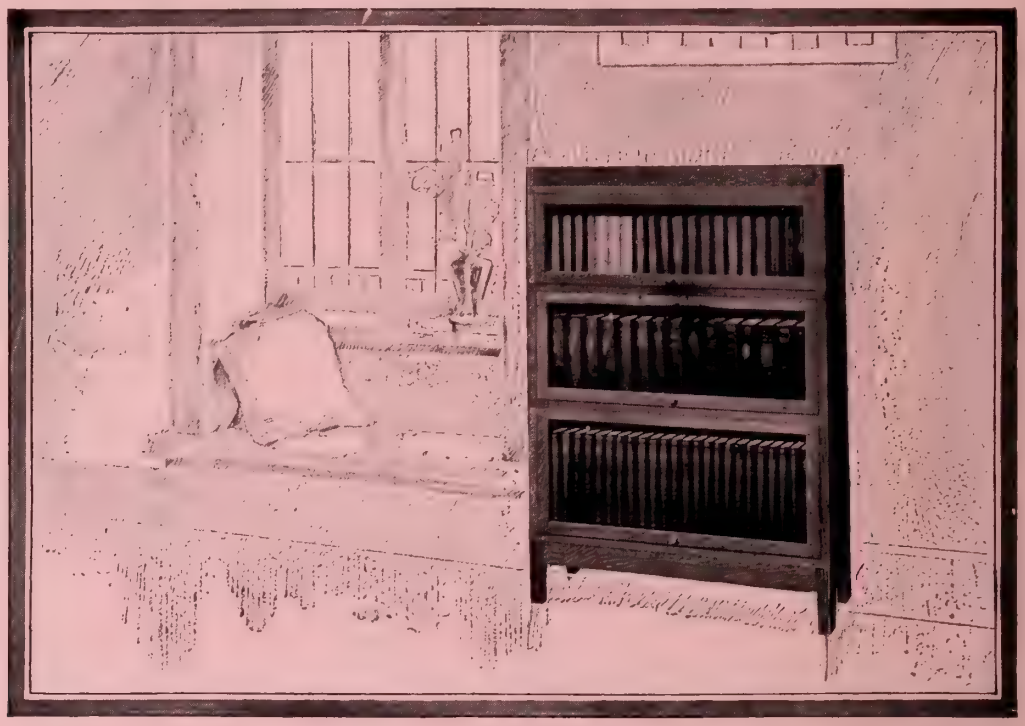
*(Operating Kindel Bed Co., Limited)*

**Stratford — Ontario**



KROEHLER DAVEN-O

STRATFORD FURNITURE



Showing the new Universal Design. In quartered oak, imitation Mahogany and imitation walnut.

# Every Home *Needs* the Globe-Wernicke

Every home has books; but few have the proper means of keeping them. Too often they are bundled away in corners or on shelves to become soiled and unsightly, often ruined.

Yet this need not be, for every home can afford one of these practical and handsome Globe-Wernicke bookcases. One of the features of the Globe-Wernicke is that it is "sectional", which means that it can be added to at any time.

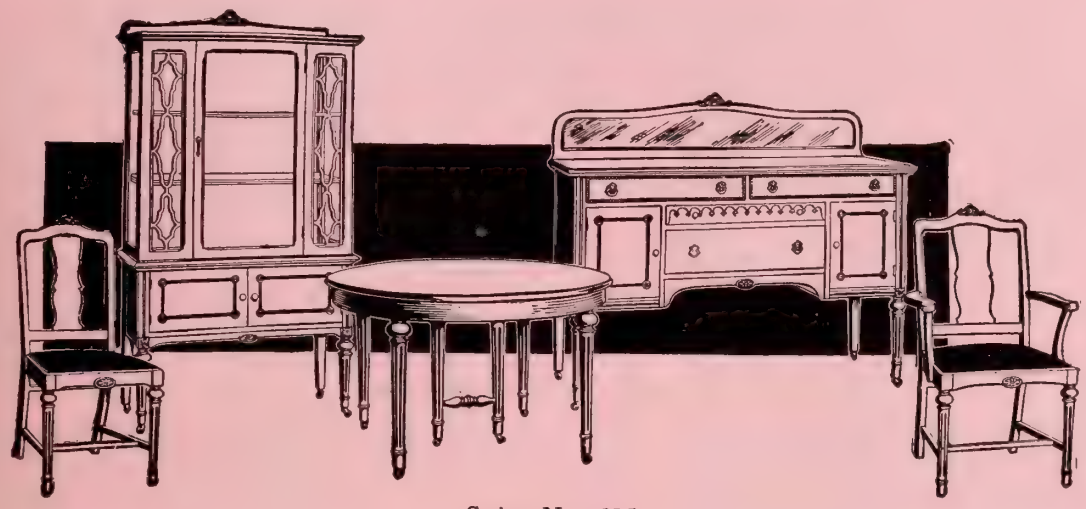
Why not give your customers the opportunity of purchasing something they actually need?

***If you will write us we will be pleased to forward full details.***

## The Globe-Wernicke Co. Ltd.

STRATFORD - ONTARIO

# STRATFORD FURNITURE



Suite No. 685

## Value is an Outstanding Feature of Stratford Chair Furniture

We are showing some particularly attractvive suites, ideal for Fall selling, at very pronounced values. Many merchants are featuring these as leaders with great success. Why not do the same? We can make prompt delivery in any quantity no matter where you are located.

***Our Specialty***

is Quarter Oak Box Seat Diners although we also make a wide range of chairs for the Living-room, Bed-room and Office.

MEMBER HOME FURNISHINGS BUREAU INC. 1921 — BETTER FURNISHED HOMES MEAN GREATER HAPPINESS — TRADE MARK REGISTERED

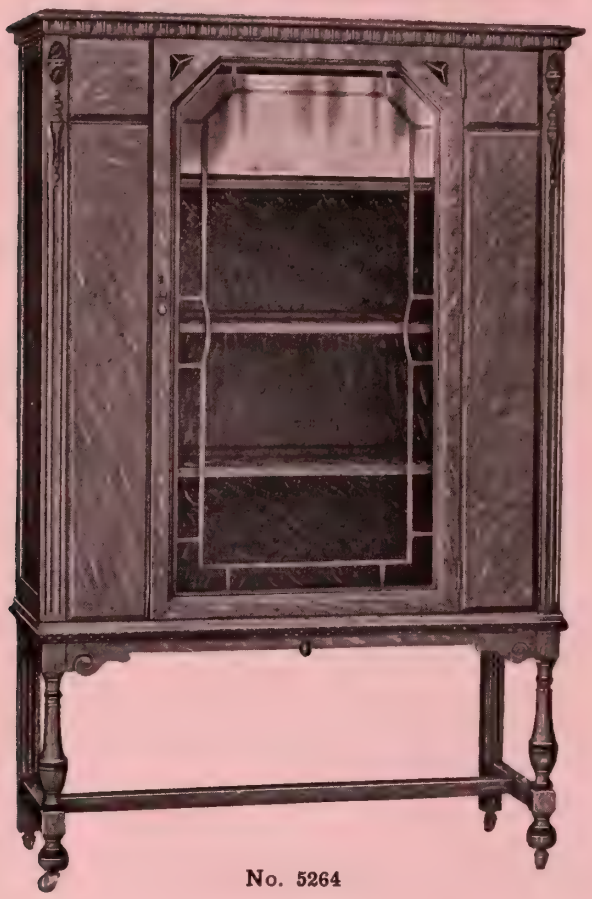
***Complete Suites***

include Buffets, China Cabinets and Extension Tables for the Dining-room; Dressers, Chiffoniers, Beds, Dressing Tables and Stands for the Bedroom.

## The Stratford Chair Company

Stratford - Ontario

STRATFORD FURNITURE



No. 5264

"McLagan meets the growing demand for better furniture"



No. 5260



No. 5249

The McLAGAN FURNITURE
STRATFORD

# STRATFORD FURNITURE



No. 5267

EVERY thoroughly live dealer who keeps an ear constantly to the ground has felt the growing demand for better furniture and those who have catered to that demand have met with no little success.

McLagan, who has always been a leader in the "quality" field comes forward this season with a line that sets a new high standard. And to further help the dealer move his goods McLagan advertising is going ahead with renewed vigor in Canada's leading daily and weekly newspapers. It looks like a big season for McLagan merchants.

The Dining Room Suite here illustrated is a Jacobean Design which many are featuring with excellent results. It is obtainable in both oak and walnut.

**Ask us for full particulars**



No. 5249A



No. 5268

# COMPANY LIMITED

ONTARIO

STRATFORD FURNITURE



No. 75

# Smokers

SUBSTANTIALLY built and finished by experienced craftsmen who take pride in their creations. That is why these smokers can be depended upon to bolster up trade at any season of the year.

***Made in Mahogany, Walnut and Fumed Finishes***

**Every one fully guaranteed**



No. 76

## The Stratford Manufacturing Co., Ltd.

STRATFORD - ONTARIO

# Leaders in the Reed Chair Field

ALWAYS something new and "Different" is the motto of the makers of "Imperial" rattan furniture. One thing only never changes—the quality and the care literally woven into **each** piece.

To make your store distinctive put in a stock of this fast-selling line. You will never have cause to regret it.



## THE IMPERIAL RATTAN COMPANY, LIMITED

STRATFORD - ONTARIO

GUARANTEED

# GOLD MEDAL

DAVENPORTS DIVANETTES



THE

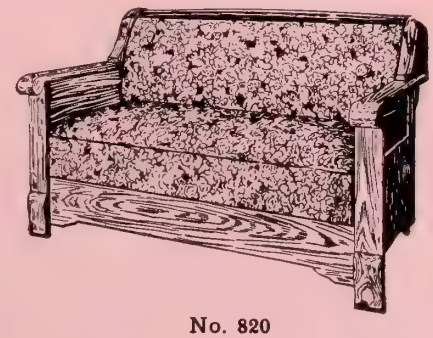
## GOLD MEDAL

## DIVANETTE

### Is a Real Bed, Not a Makeshift

1—It serves two purposes. A comfortable settee and a restful BED.
2—More room for bedding than in any other make.
3—Mattress folds in "J" shape affording perfect ventilation and never spoiling your mattress.
4—Full weight mattress can be used.
5—Makes into a full length bed and same height from floor.
6—Springs strung from end to end so that two persons can sleep without rolling to centre.
7—The fabric is made of strong links which is supported by truss underneath, making a comfortable bed which cannot possibly sag.
8—The Helicals are heavier gauge and there are more of them than in any other make of divanette.
9—Back folds under seat, doing away with unsightly overhang of back, and also protects cover of seat from floor.
10—Most easily set up divanette made as no bolts or nuts are used.
11—Made in many designs and chairs to match every design. Also made in any covering.

The GOLD MEDAL Divanette is the best proposition on the market. It has real talking points which are selling Divanettes where people are really sceptical as to the value of such an article in their home. By carefully examining the GOLD MEDAL Divanette and comparing



No. 820

it to other makes we know you will be fully convinced that the GOLD MEDAL Divanette of today is the easiest one to sell, and (a very important point) the easiest one to set up and take down.

THE

# GOLD MEDAL

FACTORIES

Toronto Montreal Winnipeg Uxbridge



No. 302 Chesterfield, Spring Edge, Double Stuffed, Moss and Hair filling.

# *A Guarantee That Means Something*



No. 302 Chair, Spring Edge, Double Stuffed, Moss and Hair Filling.

EVERY piece of furniture that leaves our factory doors bears our unqualified guarantee. We regard this guarantee as a pledge to the trade that goods purchased from us will be satisfactory in every particular. To that end, all material is rigidly inspected and only the finest workmanship employed. We would be pleased to have you look over our new lines at our showrooms.

***Write for Information and Prices.***

## Montreal Upholstering Company

*Head Office*
1613 CLARK STREET
MONTREAL, QUE.

*Toronto Showrooms*
590 KING STREET WEST
TORONTO, ONTARIO



Dressing table Top 19" x 46" Mirror 20" x 28" and 8" x 22".

# No. 90



Chiffonette Top 21" x 40"

Made in Walnut only with top drawers and panels in Redwood Burl. Mirror frames inlaid and handles are silver plated. A suite that is finding great favor.

**Let us send you particulars and prices.**



Bed Height 56" Slat 54"



Dresser Top 21" x 46" Mirror 26" x 34"

## JACQUES FURNITURE COMPANY, LIMITED

KITCHENER : ONTARIO

# G. Nöel & Co.

## Our Line is Exclusive

TAPESTRIES
DRAPERIES
DAMASKS
VELOURS
PLUSHES
MOHAIRS
GIMPS
ETC.

**For Upholsterers and Manufacturers.**

**Samples and Prices Will Be Mailed Upon Request**

Sole Distributors of

## La France Textiles

Canadian Salesrooms and Warehouse for:

## Tissage De Velours

(Schellens & Marto)
Achel, Belgium

## 30 St. John St.

**Montreal, Que.**



# Handsome Diners

These handsome diners —which are made in Plain Oak—are of the same design and go with Suite No. 1039 illustrated on the opposite page. If you are not familiar with Chesley creations write today for prices and full particulars of one of the most saleable lines known.



## The Chesley Chair Company Limited

Chesley Ontario



# Every Sale Makes a Steady Customer

The reason for the popularity Ball Furniture enjoys among dealers is found in the fact that it never fails to make steady customers with every sale.

Ball Furniture is well made, beautifully finished and sells at a moderate price.

Write for particulars.



99A

## Ball Furniture Co., Ltd.

HANOVER - - ONTARIO



56 x 22
(See Diners on Opposite Page

# A Popular Priced Suite that is Selling Well

## NO. 1039

This suite—made in Italian Plain Oak—is one of the best sellers of the year, appealing to the average man because of its handsome appearance and moderate price.

Write and get full particulars of our complete line today.



40 x 15

This suite is typical of the high quality and careful workmanship which go to make Krug Bros. furniture one of the most popular lines offered to the trade.



54 x 45

# The Krug Bros. Company Ltd.

CHESLEY
ONTARIO

# Your Store is Judged by the Goods You Sell

When you sell Mundell Furniture you attract the most profitable trade to your store, for your goods are based on true value—a happy combination of beauty, quality and moderate price. We make chairs of all kinds, Living Room Suites, Tables, Smoker's Stands, etc.

**Investigate our complete line—NOW**



No. 950 Chair

JOHN C. MUNDELL & CO. LTD., ELORA ONT.

# Exceptionally Well Made and Finished

MEMBER HOME FURNISHINGS BUREAU, INC. U.S.A. BETTER FURNISHED HOMES MEAN GREATER HAPPINESS TRADE MARK REGISTERED

Superior construction and higher quality materials feature this Beaver Buffet (Italian Renaissance) made in both Standard White Oak and Solid American Black Walnut.

Orders can be promptly filled.



BEAVER FURNITURE CO. LIMITED THIS FURNITURE IS GUARANTEED KITCHENER, CAN.

THE BEAVER FURNITURE COMPANY, LIMITED

KITCHENER - ONTARIO



# Furniture World

Subscription price is two dollars per year.

VOLUME XII SEPTEMBER, 1922 Number 9

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**Hugh C. MacLean Publications Limited**

Thomas S. Young, Managing Director

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Branch Offices:

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Chicago, 14 West Washington St. — New York, 296 Broadway

BUSINESS WEATHERVANE

The general situation continues to present many contrasts and irregularities but the status of business in spite of the protracted labor troubles, is more favorable than had been commonly anticipated when the year opened.

With large crops foreshadowed, with improved financial and credit phases and with many of the former weak spots eliminated progress should again momentum when the strikes are definitely settled.

Duns Review of Trade in the U.S. August 26, 1922.


# *FOUNDATIONS*

*In these days of enlightenment, you wouldn't think of buying a house with a defective foundation,—defective through use of poor or improper materials, or workmanship. It simply couldn't stand up to what you want in a house.*

*And yet, do you ever consider the foundation in your upholstered furniture? If the foundation—the frame, the webbing, the tacking,—is not sound, how can you expect it to stand up, to give your customer that satisfaction to which he is entitled, and to which you, as his furnisher, are committed? You wouldn't serve your guest at dinner with over-ripe fruit, or underdone vegetables, or raw meat, And yet - - - - -*

*The foundation in "Baetz" upholstered furniture is made with especial care. It has its responsibilities to carry, as the last buttons on a man's trousers.*

*The frames are well designed, and clean sound hardwood only is used. The stock must be of ample weight to carry out the design, the pieces are dowelled together,—not nailed—and the corners braced with metal corner braces. The webbing must be closely woven, full width and weight, set close, and well tacked and back-tacked, using full size tacks.*

*Upon this we build,—the foundation is secure.*

*Oil tempered springs, new stuffing materials,—no old "odoriferous" materials enter our factory—fill in: and handsome coverings complete the luxuriously comfortable, artistic pieces.*

*And our prices are very reasonable.*

*Let us demonstrate.*

*Three shops—each specializing in its own line—are at your service—*

***Anthes Baetz Furniture Company, Limited***
*Dining Room and Chamber Furniture*

***Baetz Brothers Furniture Company, Limited***
*Furniture for the Living Room*

***Baetz Bros. Specialty Company, Limited***
*Portable Electric Lamps and Shades*

***Each of these Shops specializes in its own line, but each has the same ideal—"Quality" and "Character".***

*Kitchener, Ont., Sept. 1922.* A. Baetz ***Managing Director.***


SWEET DREAMS

Sambo: "Say Rastus, somethin' funny happened to me last night."
Rastus: "Dat so?"
Sambo: "Yes, last night I dreamed I was eatin' shredded wheat; an' when I wake up, half my mattress was gone."

# THE EDITORIAL VIEWPOINT

A PROFESSOR of art in a well-known university has just stated that "much of the unrest that exists in the world today is due to the jarring atmosphere created in so many homes by the inartistis furnishings," and the question naturally arises—who is to blame that this condition exists?

It would appear that the fault cannot be laid entirely at the door of any single group. The manufacturer may feel ever so keenly that he should only turn out designs that he knows to be correct and yet he may be forced to meet a public demand for an entirely inferior article, from an artistic point of view. The retailer's hands are more or less tied; on the one hand he must cater to his customers and on the other he can only carry such stock as the manufacturer supplies. The third party, the customer, frequently has no ideas of his own on the fitness of furnishings and, when he has, often enough is very wide of the mark.

An improvement of conditions is very much to be desired. It may well be said that there is just as much profit in the manufacture and sale of inartistic furniture as there would be if we insisted on the public purchasing exact reproductions of the recognized "periods"—perhaps more. However, we are sure there is no manufacturer, and no retailer, who would not gladly see the standard of public demand raised.

It seems to be more or less taken for granted, in the trade, that money and good taste go together—that the more expensive article should be the most artistic, and that the poor man is better satisfied with something tawdry and fussy in appearance. This may be true in certain cases, but it is far from universal. The poor and the inartistic we have always with us, it is true, but there is a very large class of our citizens, having limited means, but whose artistic temperaments are highly developed. Does the furniture trade meet the requirements of this class? We think the answer must be given in the negative.

It may be a dream of the distant future but we hope the time will come when Canadian homes will be much better furnished than they are at present; not more expensively, necessarily, but with more character. This can be brought about either by the education of the middle class consumer, so that he will demand better design in furniture; or by the dealer and manufacturer refusing to make or sell such abortions as have sometimes been turned out in the past. It is not easy to see where the responsibility rests, but it does seem evident that a campaign of education is long over due.

A campaign for better homes has been started in the United States by a group of people who call themselves the Advisory Council for Better Homes. This advisory council includes such prominent men as the vice-president of the United States, the secretaries of Commerce, Agriculture and Labor, the Commissioner of Education, the Surgeon-General of Public Health Service, the president of the General Federation of Women's Clubs and many other well-known men and women. They have set aside the week of October 9th to 14th., this autumn, as demonstration week, and they have printed a "Plan Book" which is being distributed widely all over the country. This Plan Book, which is referred to elsewhere has an introductory chapter entitled "Better Homes." This is followed by a chapter "The Home as an Investment." A plan is then outlined for community organization in general, for securing better homes. This is followed by a section under the heading "Essentials for Demonstration Homes, Suggestions on Buildings and Grounds." Then follows "Suggestions for Furnishing and Decorating the Home;" then a chapter on the "General Equipment of the House" and finally a chapter on "Financing a Home."

Who will come forward and lead a movement for "Better Homes," homes where the atmosphere is restful, the furnishings on simple lines inexpensive without being inartistic? Such a movement we are certain would have the hearty support of both the retailers and the manufacturers.

## An Age of Specialization; but—

THIS is an age of specialization—but there's a limit to the extent to which specialization can be carried. The general tendency seems to be for the manufacturer to specialize on the type of product and the retail distributor to specialize on the class of trade. In some lines of business, it is possible for the retailer to specialize to a very high degree—take the shoe business for instance—here we find stores catering to a high class men's trade, exclusively, or a high class women's trade.

But there is a force working in the opposite direction, which inclines toward a broadening out in the retail business, rather than a narrowing down. We find it in the tendency toward departmentalization as a result of the high carrying charges in down-town

stores. Merchants, in many instances, have found it advisable to widen the scope of their operations, and introduce various side-lines, in order to increase the percentage of their turn-over to their expense of doing business to the highest possible limit. This tendency has resulted in the building up of the big department store organizations, which have succeeded in cutting down their percentage of overhead to quite a considerable extent, as compared with the store which specializes on one variety of goods. Then we find shoe stores establishing hosiery departments and men's wear stores stocking shoes, drug stores carrying phonographs, jewellers carrying stationery, hardware stores carrying electrical appliances, and so on, almost ad infinitum. All this is in an attempt to increase the amount of business done in the same floor space, or in other words to increase the percentage of turnover to investment.

The fact of the matter is that a very large part of the art of merchandising to-day consists in the ability to draw the public into the store. In many of the most modern and successful retail establishments, the expenditures that may be charged to this account—advertising, window display, location, and so forth—are very high, and it naturally follows that once having attracted the public within his store the merchant's next problem is to sell them the greatest amount of goods that is consistent with customer satisfaction. Hence the broadening out policy that is making itself felt in so many lines.

How about the furniture business? Is it following the same trend?

### Furniture Dealers Adding Allied Lines

The indications are that it is. Furniture dealers are finding it advantageous to handle various allied lines of merchandise which the customer is likely to purchase at the same time as he is buying furniture. Many of the most progressive stores are carrying rugs, draperies, electrical appliances, stoves and a variety of other goods which may be considered in the nature of household equipment.

Conversely, too, we find occasional instances in which a store that formerly devoted itself to another line has added furniture. One of these which came to our attention during the past month, affords an interesting illustration of the trend of events in modern merchandising. Formerly this concern dealt exclusively in stoves. They were "specialists" in the literal interpretation of the word, and according to the theories which have been widely held were therein following out approved principles of merchandising. But nevertheless, business began to fall away, and, the management being wide awake, did not simply blame it on "General Conditions."—that poor old scrapegoat upon whose head are placed the mistakes and failures of the unprogressive businessman. They began to investigate and seek for the specific conditions which were bringing about the decline.

When things are going wrong, and you can't just find the source of the trouble, however practical an individual you may be, you've got to begin to theorize. Try what appeals to you as the most likely theory of the situation, and proceed to act upon it, scrutinizing results meanwhile. The fault may lie in the advertising, or in the merchandise, or the prices, or the window displays, or the salesmen, or the location, or any one of a number of other different causes, or a combination of them all. If you proceed on the theory that the advertising is wrong, and begin to make changes in your methods, the results may prove that your theory is correct, or, on the other hand, they may indicate that you must look elsewhere for the trouble.

### Selling the Customer all at one Time

The concern in question did some theorizing and investigating, and the conclusion they arrived at as to the cause of the falling off in the demand for their stoves was that the big furniture houses had recently begun to handle them. When one is preparing to settle himself in a new home, he usually makes the big purchases first. He will go to the furniture store and select the various suites and articles of furniture he may require. The kitchen stove, generally speaking, will come second. Many furniture concerns have capitalized this fact by installing stove departments so that they may be in a position to fully equip the customer's kitchen as well as the other rooms of his house. When a buyer has selected his chairs and tables and beds, the salesman politely suggests, "What about a stove, Sir? Perhaps we can serve you along that line." "Why I was going down the street to the stove store to buy one." "Well, sir, we have them here, the very best and latest, and if you will just make your selection in our new department in the basement, it will save you time, and trouble, perhaps. We'll send them all up together for you, and you'll have everything delivered at the same time, just when you want it." Naturally the customer falls in with the suggestion, and another sale is lost to the stove man.

It little avails to scratch your head and wail that the times are out of joint, when you're up against an unexpected condition that demands drastic changes in your business policy. You've got two alternatives before you—one is to shut shop and the other is to readjust your business to the new condition, even though, figuratively speaking, it may take an axe and a keg of dynamite to do it. The merchandising organization to which we have referred used all the dynamite that was required to blow precedent to the four winds of heaven, and added furniture "as a side line"—a side line which, however, is occupying as large a place in their business operations as the stoves on which they specialize.

# Suggestions for Furnishing and Decorating the Home

## Movement to Educate the Public to Recognize, and Demand, a Higher Standard of Furnishings

It does not follow by any means that movements having their origin in the United States of other foreign countries are better than "Made in Canada" ideas, but still we should not hesitate when other peoples hit upon a bright idea, to take advantage of it ourselves. At the present moment a campaign known as the "Better Homes Campaign" is under way in the United States. The work is in charge of a general committee, which includes some of the best known men and women in that country. The underlying idea is not only to build better homes—more artistic, more comfortable homes—but to furnish them better after they are built and one of the methods of education has been to issue a Plan Book. This Plan Book contains some very interesting ideas on building and furnishing. Suggestions are made for the decoration of each room, hall, living room, dining room, bed-room, and so on. A color scheme is suggested in each case and a list of furnishings which would work in suitably with the color scheme.

Under a separate heading The Equipment of The Home—outside of furnishing—is fully taken care of, and also in a chapter by itself, the very important question of Financing. We quote from the section given over to Furnishing and Decoration:

Persons who must furnish a house for the occupancy of a family face four distinct problems: first, they must see that the things selected suit the house in size, coloring, and style; second, that the pieces selected are harmonious with each other, and that they are comfortable and well-made; third, that they suit the requirements of the family; and fourth, that they fit the family purse.

### Backgrounds

The first requisite of a house is that it be restful; therefore, it is wise to use wall coverings that are plain in effect. Plain paints or tints, and wall-papers of a cloudy, all-over pattern, make the best backgrounds.

When a room faces north, the best colors to use are the yellows, which might range from a cream color to a deep pumpkin yellow.

In rooms that face south, it is possible to use light greys, which might range to a deep putty color; though it is possible in sunny rooms to use almost any color except those which might fade easily.

The best way to treat rooms which have wide doorways connecting them with other rooms is to have the walls of both rooms alike, preferably in some plain color.

### Floor Coverings and Hangings

Rugs and floor coverings should be several shades darker than the walls, and be either in plain colors or have a small or indefinite all-over design. Where walls are plain, the latter type of carpet should be used. When walls have on them and figured covering, plain carpet should be used.

The hangings for rooms which have plain wall coverings could be striped or figured, but in rooms where there is a figured wall covering, the hangings should be in plain colors, taking the color scheme for these from the dominating color note in walls and carpet.

### Furnishings

A good rule to follow in choosing furnishings is to avoid anything which strikes you as elaborate, or prominent. If a piece of furniture, carpet, or curtain material stands out in a shop, you may be quite certain that it will be even more noticeable in a house.

A house can only be considered properly furnished when it meets the real needs of the occupants. Comfortable chairs, sofas, and beds, good tables, and soft carpets, make up the most important objects, and these should be the best that the family can afford. No definite rule can be applied to the arrangement of the furniture, but balance and wall space should be considered first. Where a single opening is placed in the centre of the wall, or like openings at equal distances, the wall spaces will be in balance; in the case of unequal openings, the wall spaces will be out of balance.

At balanced wall spaces, place pieces of furniture of relative size and contour. These may be tables, chairs, sofas, and pictures. Leave the more intimate and personal furniture, such as favorite chairs, sewing table, and foot stool, for a grouping at one side or in the centre of the room. Lay all carpets and rugs parallel with the longest sides of the room.

In a room with unbalanced wall spaces, place against the longest spaces the largest pieces of furniture—the piano, the bookcase, the davenport—grouping perhaps a table, mirror, and chair against a smaller and opposite wall space. This permits the comfortable chairs, tables, lamps, and pottery to relieve the stiffness, allowing them to be grouped in the centre of the room.

Do not indulge in too many pictures, but select a few of interest and good quality. These few should be hung on a level with the average eye. Small pictures should be hung somewhat lower.

Do not invest in many ornaments. A few bits of colored pottery, or some brass ware, is all that is required to strike a lively note. Place these so that they will balance other objects arranged on the same mantel or bookshelf. For example, a pair of brass candlesticks placed at either end of a mantel, with a pottery bowl, clock, or ornament in the centre, strikes a balance. Never have a large jar on a small table or stand, or small ornaments on a large table. A good thing to remember is that ornaments decrease in value as they increase in number.

### FURNISHING THE HALL

The first impression of a house and its occupants comes as one enters through the front door into the hall. Thus, nowhere in the entire house is it more important to strike the right keynote in furnishing and decoration. If there is no closet in the hall for

wraps and umberellas, it will be necessary to have in some obscure corner a wooden strip painted the same color as the woodwork, in which are solid brass hooks, placed low enough so that young members of the family can reach them. Also, for umbrellas, provide a plain pottery jar which will harmonize with the color scheme of walls and carpets.

On the hall table have a card tray—brass if the hardware is brass—silver if the hardware is nickel or iron—and a medium-sized pottery vase in crackle ware, or some natural color. A hall lantern or scones would be in harmony with these furnishings, and have decorative value.

### Color Scheme for the Hall

Walls—Ivory paper or paint.

Woodwork—Paint—dull finish.

Floors—Hardwood—stained antique oak, finished with wax or varnish.

Floors—Softwood—Painted a deep yellow, or gray, or stained to represent hardwood.

Floors—Linoleum—In a tile pattern of black and white, provided the living room is not directly connected with the hall; in such case use only plain brown, grey, or Jaspe linoleum.

### What the Hall Might Contain

A table—Of oak, mahogany, or walnut, either drop-leaf, gate-leg, or console.

A mirror—Gilt, or to match the wood in the table, Early American or English.

A straight chair or two—With or without rush seats, enameled black, with stencil design, or to match the wood of the tables.

A low-boy—Of mahogany or walnut, with drawers for gloves, string, etc.

A large chest—Of oak or brass-trimmed mahogany, for overshoes, etc.

One or two rugs—May be Oriental in blues, browns, tans or black; or wool braided, in blues, browns, tans or black; or Wilton, in blues, browns, tans or black; or Axminster, in blues, browns, tans or black.

A cocoa mat—placed at front door.

## THE LIVING ROOM

As the living room is the gathering place for family and friends, it may be considered the most important room in the house. It should take its keynote for decoration from the hall. If there is a wide doorway connecting the living room with the hall, the color scheme should be the same. As the living room serves as library also, open book shelves, painted the same as the woodwork, are essential, and more substantial than book cases.

The first requisite of such a room is that it shall be restful. Avoid using rocking chairs. Use little bric-a-brac. Nothing which does not contribute to the necessity and beauty of the room should be allowed.

Tan or ivory is good in a room which is inclined to be dark, or gray and gray-green in a room inclined to be bright.

### Suggested Color Scheme

Walls—Ivory, cream or gray—paper or paint.

Woodwork—Ivory paint—dull finish.

Floors—Hardwood—Stained antique oak with wax or varnish finish.

Floors—Softwood—Painted a deep yellow or gray, or stained to represent hardwoods.

### Furnishings for Living Room

Table—Drop-leaf—in mahogany, weathered oak, or walnut; Gateleg—in mahogany, weathered oak, or walnut; Modern Chippendale—mahogany, weathered oak, or walnut, or Sheraton type of table.

Sofa—Upholstered in either sage green or brown upholsterer's velvet; blue, yellow, mauve satin or taffeta sofa cushions.

Armchair—Overstuffed chair in indefinite striped upholsterer's velvet in sage green; satin cushion in corn color.

Armchair—Back and seat upholstered in brown like sofa—arms of mahogany.

Desk—A reproduction of a Sheraton, Hipplewhite, or Early English Desk.

Chair—Rush bottom—same wood as desk, or in dull black or sage green dull enamel, conventional stencil design.

Wicker chair—Of brown or natural wicker, with printed linen cushions in floral pattern.

Tilt table for cards or tea—Mahogany or walnut.

Fireplace (If any)—A wood-box or basket; and irons and fire screen, hearth brush and tongs.

A Reading Lamp—Sage green or black pottery base; an old gold colored paper shade, bluted or plain, top and bottom bound with sage green tape ribbon, or guimpe.

A Clock—In simple, plain design of wood, antigue gilt, or leather.

Footstool—Small ottoman, covered in black and yellow needlework or velvet same as sofa (brown).

Waste paper basket—Small black wicker next to desk.

Decorative Accessories—Green vase, gold luster bowl, mauve pottery piece; Desk appointments in dull brass, bronze, or leather; Book-ends—Library Shears. Match box and ash tray on table in brass or bronze.

Carpet—One large or several small Orientals, or a Wilton, Axminster, or velvet in two tone of brown or tan, or in plain colors.

Glass curtains—Cream, marquisette, cheese-cloth, or scrim, made plain.

Overdraperies—(If desired)—Can be either printed linen, same as cushion in wicker chair, lined with sage green sateen, or brown or sage green poplin, silk damask or sunfast.

Chairs—If the room is large enough, one or two chairs, chosen to correspond with those already in the room, may be added.

## DINING ROOM

The dining room should be one of the most cheerful and inspiring rooms of the house. It is the place where the family gathers to enjoy meals together, and nothing insures a better start than having breakfast in a bright, cheerful room.

If the dining room and living room are connected by wide dorways, have the walls of both rooms alike. If they are connected by a small door, the walls may be in some light cloudy landscape paper, or in a small all over pattern in light cream, buff, gray, tan, or putty color. Because there is so much blue china, persons feel that they want blue dining rooms. This is a mistake, as blue used in large quantities in either walls, china, or hanging absorbs the light and makes a room gloomy. Do not display china or glassware in a so-called china closet. A built-in corner cupboard, or a small mahogany or rosewood cabinet, which might hold rare bits of

pottrey and china, is permissible. It is far better to use the pantry shelves for china than to crowd it into a china closet.

It is best to use a rug with small figures. The hangings should be in plain colors, taken from the predominating colors in the wall covering; or if the walls are the same as the living room, the hangings should be chosen from the predominating color in the living room. This will bring the rooms into perfect harmony, without having them just alike.

### Suggested Color

Walls—Ivory or cream, if closely connected with living room. A cloudy landscape, crepe, or cartridge paper in buffs, pale grays, fawn, or cream if closed off from living room.

Woodwork— Ivory.

Floors—Hardwood—Stained antique oak, with wax or varnish finish.

Floors—Softwood—Painted a deep yellow or gray, or covered in plain brown, gray, or Jaspe linoleum.

### Suggested Furniture

Table—Round or square extension, or drop-leaf —six legs—in mahogany, walnut, weathered oak, or painted black, gray, or coco. Might be production of Hepplewhite, Sheraton, or Georgian period. A glass, silver, or pottery bowl, containing flowers, on the table; plain ecru linen doilies.

Chairs—8 chairs—Mahogany—Damask seats, Hepplewhite backs. Walnut—English linen seats, Sheraton backs. Weathered Oak—Velvet seats, Queen Anne backs. Painted—Rush seats, or wooden seats, Windsor or straight backs.

Sideboard—Low, broad, after Hepplewhite or Sheraton, a Welsh dresser with Windsor chairs. (Here keep either a few good pieces of silver with candlesticks on either end, or a large pottery bowl filled with fruit in the centre, and candlesticks to match the bowl placed at either end, or some bits of red or yellow glass, but do not combine all three. Do not use delicate lace runners or doilies. Plain linen, or heavy real filet is far more effective. Display no cut glass or hand-painted china).

Mirror or Mellow, dark-toned painting—Framed in antique gilt or to correspond with the wood of the furniture selected, and hung on level with the eye, directly in the centre and over the sideboard.

Serving Table—To correspond with other furniture selected, and placed as near the kitchen door as possible.

Here keep two or four silver or glass candlesticks which are used on the table at night, also a silver, mahogany, or wicker tray.

Mirror—Queen Anne type—over serving table—especially if serving table is between two windows, it gives effect of space.

Muffin stand—Especially for maidless house—of mahogany, walnut, or painted to correspond with furniture selected.

Nest of Tables—Small, square, of either mahogany, walnut, or black lacquer, to be kept in a corner and used for tea parties, functions, etc.

Rug—Large Oriental—In blues, yellows, browns, or old rose, and black; Wilton—in blues, yellows, brown, or old rose, and black; Axminster—in blues, yellows, browns, or old rose, and black; Chenille or velvet, in plain colors.

Curtains—Glass curtains to match living room, in either marquisette, cheese cloth, or scrim, made plain.

Overdraperies—If desired, can be either like the living room, if rooms are in close proximity, or taken from the predominating color note of living room hangings if these are figured.

With a cloudy or landscape paper, use plain poplin, rep, or sunfast, in warm tans, sage green, with bands of black or orange, or both, across the bottom; this would give character to the room.

Uniformity in furniture chosen—Be sure in choosing your furniture that uniformity is observed as to period, wood, and type. For example, if a Sheraton sideboard in mahogany is selected, then the entire furniture of the living room should be of the Sheraton type in mahogany.



Handsome Living Room or Library Table within which a Phonograph is incorporated—shown by McLagan Phonograph Co., at Toronto Exhibition

# Tapestries

## Highly Favored by Connoisseurs for Furniture Covering. Tapestries Hold Their Popularity through Ages

As an upholstering material it is doubtful if anything can surpass tapestry in the matter of artistic design, luxurious appearance and richness of color. Indeed by many furniture connoisseurs it is recognized as the ultimate in furniture coverings. Such being the case, it is of special interest to the retailer to refer briefly to the progress the art of weaving has made and describe how tapestries are produced under modern methods as exemplified in one of the largest and best known weaving mills.

### The Romance of Tapestries

The art of weaving is of such great antiquity and so general in its range over the entire earth that any inquiries as to its origin are futile, and any theory hypothetic. Savage races even have practiced it from time immemorial, and the cultured nations have vied with each other in its exercise until at the present time one of the most valuable assets of a nation is its capability to produce woven materials.

To the practical upholsterer an intimate history of the progress of the craft may, perhaps, be of only passing interest. Suffice it to say that there is a romance in the making of tapestries that appeals to the poetic, artistic and historic elements in our nature. There are records of the use of tapestry in the early classics while all down through the more modern ages, tapestry has played an important part in the life of nations. From the record of tapestry-making many facts and curious sidelights on history are provided.

### Modern Methods of Tapestry Weaving

Tapestry weaving to-day is not the same process that was employed in bygone ages. In those times it was a household occupation where the individuality of each craftsman was evidenced in the products of his handiwork. These workmen were, indeed, real artists as only a cursory examination of historic tapestries is needed to indicate. In these modern times mechanical methods have to some extent supplanted individual handiwork; yet withal there is in the modern weaving mill certain elements of individuality and artistic craftsmanship that give a romantic flavor to the art in spite of its mechanical background.

The design of tapestry is drawn and then transferred on special blocked-out paper from which punched cards are punched by card-cutters. Remarkable results are accomplished through various colors in the warp and the colors of the yarn in the shuttles flying across the loom. Outside of these regular colors, various blendings and combinations of colors can be obtained and very often it is difficult to fortell the results until the actual trial is made.

### Transferring the Colors

To the layman nothing is more mysterious than the ability to transfer the colors and designs from the sheets of paper prepared by the artist to the woven tapestry. This is where the invention of a color selector machine by a Frenchman, Jacquard, comes in. His system of punching round holes in a cardboard corresponding to the design of the artist, is what has given a mighty impetus to the tapestry industry.

Then the different yarns colored exactly to meet the ideas of the colorist are strung on the loom and controlled by the Jacquard system. These long ends of yarn are prepared on beaming frames, sometimes each thread being over one thousand yards long, and it is a special craft of its own to be able to lay the warps, the experienced beamers requiring many years of practice.

### The Twisters

When these warps are used up, another beam takes its place, and to twist the threads in requires skill and diligence and also covers a separate branch in the textile industry, the workers being known as twisters. To keep the looms going, ammunition in the form of yarn from the shuttles must be constantly supplied. They are wound on spools or bobbins usually by girls, on special spooling and winding frames.

In spite of the fact that the personal touch of the weavers is not as emphatic in the present state of manufacturing as it was in the days of old, the individual expression is still being created and is of inestimable value toward further progress of the industry.

# Tapestries



Courtesy La France Textile Co.

*Artistic in Design, Luxurious in Appearance, Rich in Color, Tapestries are unsurpassed as Upholstering Materials. The Art of Manufacture is almost as old as the race itself, but the wonderful hand creations of individuals are now replaced by modern machinery. The beautiful design shown above is by Katherine E. Abbott, pupil of the Philadelphia School of Design for women.*

# *An Imposing Exterior Reflects the Dignity and Reliability of the House of Banfield*






Mr. J. A. Banfield

*The Banfield store occupies six stories and has a floor space of over 36,000 square feet. It is completely departmentalized, having a competent manager in charge of each department.*

# Building Big Business in Western Canada

## J. A. Banfield Has Created a Great Organization for Furnishing the Homes of the Citizens of Winnipeg—The Story of His Successful Enterprise

Mr. Banfield, who today is one of the most progressive and successful business men in Western Canada, was born on the 1st of December, 1856, in the City of Quebec, and received his education at a private school in the city of his birth. A representative of the "Furniture World," recently interviewed Mr. Banfield and asked him to pass along some of his merchandizing experience for the benefit of those who are younger at the game. Here, in brief, is what he had to say:

"You can see I am no youngster, but a hardened business man, who has gone so far through the world with the accustomed number of business knocks, which always are the blood drawers of the successful merchant—for without experience and knowledge the merchant certainly has his work cut out today. They say experience teaches, and experience in my estimation is a hard teacher. It is regrettable that we cannot in full measure transmit our knowledge to the coming generation, but they don't seem anxious to take advantage of it, and generally spurn it with the comment, it is not adapted to today, or some other such phrase. They must also be taught by experience.

### The Optimistic Age

"I may say that my first visit to Western Canada was in 1884. On that occasion I stayed at the Rosin House, which was situated on the lot adjoining my present business site, and little did I think then that this city would be the place of my adoption, but destiny determines such things. At this period of my career, I was running along the line of lesser resistance, like many of the young men of to-day, with faith in my ability to always make a living, and always optimistic as to the future—money was made to spend, and in those days, the same as to-day, every opportunity was given to spend it.

"Alas! We woke up one morning to find that the day of easy money was gone, and castles in the air had vanished during the night, and, after a short while, becoming fully convinced of those facts, myself with many others packed up our traps like the proverbial Arab, and gently stole away.

### Aiming at Complete Service

"My career for the next fifteen years was taken up in one line of business. In the spring of 1903 I returned to Winnipeg to enter the carpet and house Furnshing business with my late brother, A. F. Banfield, with whom I remained partner for five years, and on his death, I bought out the entire interest, becoming sole proprietor, and such is the position today. Previous to my entering the business it was specializing in rugs, carpets, linoleums, draperies, etc., but I soon realized that, to make a complete store, furniture must be added, and consequently we took a few floors and put them into furniture, much to the chagrin of the other furniture dealers in the city, but we stuck to our policy. To the beginner in business I say: Carefully decide on what you are going to do, and stick to it. Remember that confidence in your undertakings is a great asset, and, backed by hard work, you cannot be beaten. Know what you are doing, and do it to the best of your ability. Don't spurn advice, for the wisest man does not know everything."

### Buildings

Today Mr. Banfield's furniture business occupies a building of six stories and basement which is located at 492 Main St., Winnipeg, being one of the most centrally located stores in the City. The floor space of the entire building is over 36,000 square feet, running from Main Street back to Albert Street. The property is owned by Mr. Banfield. Besides the retail store, Mr. Banfield has a wholesale warehouse, located at 123 Bannatyne Ave., and also a reserve stock warehouse at 656 to 660 Young Street. These warehouses contain 40,000 square feet of floor space, and are modern in every way.

### Departmentalizing the Store

Each department is under a competent manager, who is held responsible for the success of his own branch of the business. While the store is departmentalized, yet, should a customer so desire, one salesman is permitted to serve through the entire store. Mr. Banfield makes a point of knowing as many of his customers as possible, and makes a point of seeing that service, with full value in goods sold, is given to everyone who deals with the firm. His policy of "Satisfaction or Money Refunded" is one that is fully carried out, and is an assurance to customers that it is safe to place their requirements with the firm.

### Charge Accounts

A considerable portion of the business, comes under the heading of charge accounts. Mr. Banfield feels that this system has been a great help to many families, since it is not always convenient for one to pay cash for what he wants. This Mr. Banfield says he knows by actual experience, as he himself found it necessary to buy his first furniture this way. He therefore figured that there were many honest people wanting extended terms. Hence the decision to advertise "Credit to Reliable People," and their losses have been very small. The majority of people who want to pay on the instalment plan are honest, and only by force of circumstances are they dishonest. A cash customer receives a discount of ten per cent.

### Advertising

Mr. Banfield is a firm believer in advertising. Let the public know what you have to sell in the most simple manner possible, his advice is, and give them credit for having some judgment. The buying public of today are readers. Set aside a certain percentage of your business for extension through the medium of the press, and you won't regret it. Remember you must be consistent along this line—results will come,

*Credit Extended to Reliable People at Banfield's*

Established 1879

# BANFIELD'S

43rd Anniversary

# Celebrate their 43rd Anniversary

## With a Noteworthy Sale of Fine Furniture and Furnishings

The values offered will be worthy of the occasion, incorporating as they will, several very fine odd suites and pieces left over from our August Sale; these will carry a further discount to effect a clearance.
We have also decided to extend our popular easy payment plan, where desired, that all may share in our great birthday celebration.

## Sale Opens Friday at 8.30 a.m.



MAIN STREET STORE

**LIVING ROOM SUITE**

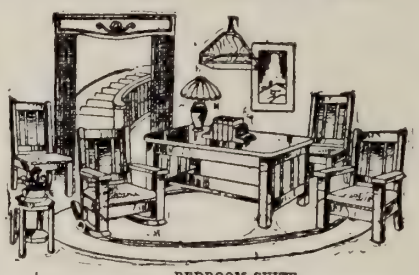
Genuine oak, fumed finish. Consists of library table, jardinniere stand, arm chair, rocker, reception chair, rocker and book ends. Upholstered in good quality imitation leather.
Anniversary Sale Special ..... $54.95

**CHESTERFIELD SUITE**

Chesterfield, beautifully upholstered in good quality of tapestry. Marshall loose cushions, spring back, spring arms and spring edge. Built for real comfort. With Chair to match ..... $189.00

**DIVANETTE SPECIAL**

Genuine Kroehler Divanette of solid oak, full spring bracing, upholstered in durable imitation leather. Opens to a full size double bed ..... $49.75



**DINING-ROOM SUITE**

Genuine quarter-cut oak, fumed finish. 46 inch extension table, 42 inch top, 5 small and 1 arm chair, real leather slip seats, box frame.
Anniversary Sale Special ..... $129.75

**BEDROOM SUITE**

Consists of dresser, chiffonobe, instead of chiffonier, dressing table and bed. Complete with box spring and overlay. Anniversary Sale Special ..... $190.50




ALBERT STREET ENTRANCE



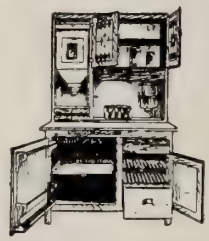
YOUNG STREET WAREHOUSE

## Our Anniversary Sale Kitchen Cabinet Offers

**Kitchen Cabinet**

All-in-one large cupboard space, flour bin, bread drawer and large sanitary bread box. Complete with the following assortment of groceries.

2 ozs. Gold Standard Vanilla Extract
1 lb. Gold Standard Baking Powder.
1 pkg. Gold Standard Baking Soda.
1 pkg. Gold Standard Chocolate Icing.
1 lb. tin Gold Standard Chaffless Coffee.
1 tin Royal Crown Lye.
1 cake Royal Crown Laundry Soap.
1 lb. tin Gold Standard Blue Label Tea.
1 pkg. Royal Crown Washing Powder.
1 tin Stop-on Black Shoe Polish.
1 tin Stop-on Brown Shoe Polish.
1 tin Stop-on White Shoe Polish.
1 pkg. Macaroni.
1 7-lb. bag Purity Flour.



Porcelitron sliding top, large roomy top cupboard space, white enamel interior, solid oak, cutlery drawer, sanitary bread box, flour bin and sifter.

2 ozs. Gold Standard Vanilla Extract
1 lb. Gold Standard Baking Powder.
1 pkg. Gold Standard Baking Soda.
1 pkg. Gold Standard Chocolate Icing.
1 lb. tin Gold Standard Chaffless Coffee.
1 tin Royal Crown Lye.
1 cake Royal Crown Laundry Soap.
1 lb. tin Gold Standard Blue Label Tea.
1 pkg. Royal Crown Washing Powder.
1 cake Royal Crown Naptha.
1 tin Stop-on Black Shoe Polish.
1 tin Stop-on Brown Shoe Polish.
1 tin Stop-on White Shoe Polish.
1 pkg. Macaroni.
1 7-lb. bag Purity Flour.
1 Lip Kettle — 1 Convex Kettle
1 Lip Saucepan — 1 Wash Bowl
1 Dish Pan — 1 Rice Boiler
1 Potato Pot — 1 Water Pail

Anniversary Sale Special, $58.75.

Anniversary Sale Special $33.95

**BANFIELD'S PAY WAY—Make a Small Deposit and the Balance over a period of months**

**BRUSSELS RUGS**

Are the most serviceable of all carpet rugs. All colors good in rugs and pleasing colors. All sizes. Anniversary Special. Seamless and pleasing colors. All sizes. Anniversary Special.

| 6x9 | 9x9 | 9x10.6 | 9x12 |
|---|---|---|---|
| $22.50 | $27.50 | $31.50 | $35.00 |

**WILTON RUGS**

Of the better kind. In choice designs and beautiful colors that will last for a pure worsted wool pile which will give years of service. All sizes. Anniversary Special.

| 6-0x9 | 6-0x9 | 9x9 | 9x10.6 | 9x12 |
|---|---|---|---|---|
| $37.50 | $48.50 | $66.00 | $75.00 | $84.00 |

**WORTH WHILE ANNIVERSARY SPECIAL IN CONGOLEUM RUGS**

In two designs. These are perfectly good "Seconds." A little imprint or small check on edge. Nothing to hurt the wearing qualities of the rugs. Size 6x9 only. Anniversary Special. Each ..... $6.25

**BRITISH MADE TAPESTRY RUGS**

That will add comfort to any room. In really good designs and soft colors. All perfectly good. At less than today's factory price. Anniversary Special.

| 6-0x9 | 9x9 | 9x10.6 | 9x12 |
|---|---|---|---|
| $10.95 | $12.95 | $15.95 | $17.95 |

**SCOTCH INLAID LINOLEUM**

Patterns go right through to the canvas. Thoroughly seasoned goods that will wear. A Lifetime. Anniversary Special, per yard ..... $1.75

**PRINTED LINOLEUM**

In splendid range of designs and colors. Suitable for every room in the home. Every yard guaranteed. Anniversary Special, per yard ..... 95c

**ALL PURE WOOL BLANKETS**

Whipped in singles. With blue or pink borders. Full double bed size (64x84). Anniversary Special ..... $12.50

**COTTON FILLED COMFORTERS**

In good quality cambric covers, with and without bar border. Selling regularly up to $9.50. Anniversary Special, each ..... $5.95

**FEATHER DOWN FILLED COMFORTERS**

In downproof cover of very attractive designs and colors. With set in bar border. Size 6x7?. Anniversary Special, each ..... $10.65

**BEDROOM WINDOW SPECIAL**

Complete With Box to Match

Your choice of four designs. Scranton lace panels. Six designs in English and American cluny overcurtains with valance. Double oak rods. Bedroom box to match. Complete. Anniversary Sale Special ..... $19.95

**AXMINSTER RUGS**

In those soft shades—blue, rose and wood. Deep tufted Axminster. Wear guaranteed. Anniversary Special.

| 6-9x9 | 9x9 | 9x10-6 | 9x12 |
|---|---|---|---|
| $32.50 | $45.00 | $49.50 | $56.50 |



BANNATYNE AVENUE WAREHOUSE

**Business Hours:** 8.30 a.m. to 6 p.m. Every Day

**J. A. Banfield**
"The Reliable Home Furnisher"
492 MAIN STREET – PHONE N6667

**Country Customers May Avail Themselves of These Special Prices and Terms.**

### A Growing Business is an Assurance of Fair Treatment and Good Service

—Our staff has grown from two to seventy

—Our premises involve 36,000 square feet of shopping space and 40,000 square feet of warehouse space

—Four large auto trucks are always kept busy taking care of our delivery service.

—A record that endorses our faith in the West and the principles of fair treatment to all.

—We are the largest exclusive House Furnishers West of the Lakes.

—Our large clientele is your guarantee.

—Once a customer always a customer.

*OUR MOTTO:*

*We guarantee what we sell to give satisfaction or your money refunded.*

### *To All Our Friends—*

We wish to offer our thanks for the courtesies extended to us in the past, and will at all times endeavor to merit your confidence.

Service is the keynote upon which this business has been developed. The steady increase in the number of our patrons is indeed gratifying to our management and staff, assuring us as it does, that our efforts to please are meeting with your approval. We enter our 44th year of business confident of your continued patronage.

*J. A. Banfield*

*A Mighty Friendly Store to Deal With*

Big Winnipeg Furniture Store celebrates another anniversary.
This newspaper advertisement measured 13 x 17 inches.



One of the Show Rooms in Banfield's store

it may be slow, but they will come. Put as much of your own personality into your advertising as you can. In your advertisements talk to the public as you would if they were in your store, and above all things do not misrepresent. Be honest in your advertising; create confidence, don't dispel it.

### Merchandise

Patronize home industry where ever possible. Spend your money where you get it, and you can always get it where you spend it. This is a good axiom, and one that should be impressed on our minds. Don't buy out of your home town, or your province, or your Dominion, if you can avoid it. By all means remember you owe your country something. And to take everything out of your country, and put nothing in, means its impoverishment. Above all things be loyal and not selfish. Remember you cannot inspire loyalty, when you do not give it. Keep close to your customers—keep in touch with them as much as possible—and whatever you do do not get above the details of your business, in other words, do not get too big for your business, Mr. Banfield often feels that he would like to be on the floor all the time, so that he could personally speak to all his customers. The public are very sensitive, and very often draw harsh conclusions. Don't give opportunities for complaint. Don't attempt to do more than is within your power; give full limit to your possibilities, but be careful not to exceed them. Let the other fellow have a little—It pays.

### Electric Appliances

A full line of electrical goods are carried at all times, everything from toasters and irons to electric ranges and washing machines. Floor lamps are the best sellers in the electrical department, and a large stock of the latter are always shown on the floor. The firm does a nice business in other electrical lines, also.

### Window Displays

Mr. Banfield is a strong believer in attractive window displays. He favors showing a room completely furnished, although of course he frequently devotes a window to kitchen cabinets, or rugs, or bedding, and various other articles too numerous to mention. He is of the opinion that a window should be changed at least once, or even twice, a week. An attractive display will sell your goods, if you spend a half day on window dressing. Do not think it is a waste of time; as long as you make it attractive, it is time well spent, and it will repay you with interest. Always ticket your goods plainly, both in your windows and inside the store.

### Special Sales

This is a splendid way of stirring up business when times are quiet. Mr. Banfield used to put on a Saturday night special before he and the other furniture dealers decided to close at 6 p.m. on Saturdays. As a rule he did not offer expensive furniture, but something within the reach of everyone. Sometimes it would be only one article, never more than two or three. One Saturday night it might have been pillows and sheets, the following Saturday a blanket sale, the next a kitchen chair or table sale, and so on, but it certainly did draw the crowds. In a number of cases the purchasers would spend a considerable amount of money before they left the store, although in the first place they only intended to spend say four



The demonstration of this Gold Medal Divanette was a feature of the Furniture Display at Toronto Exhibition.

or five dollars. They were welcome to browse around the premises as long as they wished, thereby often seeing something that struck their fancy, which they would buy before they left the store. One special that has been, and is still, a wonderful success, is the kitchen cabinet. The purchaser of each cabinet receives free of charge a supply of groceries, enough to fill the cabinet. Hundreds, in fact thousands, of sales have been made on this special. Mr. Banfield is a man of original ideas, and knows how to put them into practice. He believes in having something a little different to the other fellow. Another very strong seller before the war, was a three room suite completely furnished for $99.00. Wonderful results were obtained from this special, but of course that is a thing of the past, as it would be impossible to put on a sale at these prices today.

A contract department is maintained which is a fruitful source of profit. The firm make it a practice to have salesmen call on the owners of new homes when they are nearing completion and submit various ideas and suggestions. This frequently leads to the sale of the complete furnishings of the home, as "Banfields" are in a position to supply everything from a kitchen chair to the most expensive suites of furniture.

### Wholesale

The firm operate a wholesale business under government license, from its warehouse at 123 Bannatyne Ave. While this is not the large end of their business, they show a very nice turn over at the end of the year. A very attractive illustrated catalogue is issued.




The Gendron Mfg. Co. had a splendid exhibit at the Canadian National.

# Period Furniture

Do you know all about "Period" Furniture?

"Furniture World" has been asked to devote some articles to this subject for the benefit of younger men in the retail trade who may not yet have acquired a complete knowledge of it—or older men who may have forgotten—for every retailer should know, by heart, the history of furniture.

The suggestion appeals to us as certain to prove both interesting and valuable to our readers and we are laying plans to have our first article appear in the October number of Furniture World, to be followed by further articles in consecutive issues. Don't miss them. The articles will be as brief and condensed as is reasonably possible and we hope all our readers will follow them carefully and enjoy them. Beginning with Jacobean Furniture in the Seventeenth Century the "Periods" of which the articles will treat will be approximately as follows and in the order given:

| Period | Approximate Date |
|---|---|
| Jacobean | 1603-1688 |
| Louis 14th. | 1643-1715 |
| William & Mary | 1688-1702 |
| Queen Anne and the Georges | 1702-1760 |
| Louis 15th. | 1715-1774 |
| Chippendale | 1705-1779 |
| Adam Brothers | 1762-1792 |
| Hipple white | 1780-1786 |
| Louis 16th, | 1774-1793 |
| Sheraton | 1750-1806 |
| Colonial | 1800-1900 |
| Empire | |
| Victorian | |

# A Jacobean Setting



A corner in the Furniture Department of the G. A. Holland & Son Co., Montreal. A Jacobean Setting of most attractive composition with mural decorations in keeping.

# Art and Comfort



A Special Upholstered Furniture Set by the G. A. Holland & Son Co. of Montreal. The Art Floor of this company is one of the Retail Show Places of the city.

# Simplifying Stock Record Keeping

MOST progressive furniture merchants have adopted the perpetual inventory system and many more would do so except for the fact that they consider it too much work to maintain such records. Furniture Record tells how two U. S. retailers, Watkins Brothers of South Manchester, Conn., and the Caddo Furniture Company, of Dallas, Tex., have solved the problem by using visible stock record files for this purpose. One cabinet is sufficient to take care of all stock records for both these stores and no extra help is required to keep the inventories up to date.

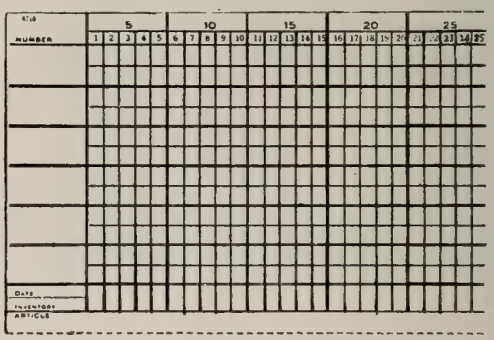
Each cabinet has a number of trays and each tray represents one classification, such as chairs, for instance. A different card can be used for each factory, the cards overlapping each other on the tray. By simply pulling out the chair tray, the buyer can tell how many chairs are on hand from each factory and one card can be kept to show the total number of chairs of different styles on hand. It requires less than an hour a day in the average store for a girl in the accounting department to check off the items sold and add those purchased.

The Caddo Company has a very simple system. The item is indexed at the bottom of the card, but as the same article is purchased in a variety of finishes, such as mahogany, walnut, ivory, etc., each finish and style is given a stock number. The card is ruled to care for six such stock numbers. For each number there is an upper and lower space. In the upper space the number of articles purchased is designated by a red line. In the lower space the number sold is checked off. Thus, if the red line in the upper section ended at 10 and the last check in the lower section was in the six column, the buyer would know that he still had four in stock.

For those desiring it, a large card can be used with sufficient space to handle all articles in stock of one kind, such as chairs. A factory code can be used along with a number designating style and finish. In this way all dressers, for instance, can be recorded on one sheet and the buyer can tell at a glance how many dressers of each description he has in stock and which are moving the best.

Watkins Brothers declare that they would be unable to conduct their business intelligently without a perpetual inventory system and that the visible record file is one of the best labor saving investments they have made for their accounting department, ranking with the bookkeeping machine for efficiency.

Some firms place a limit upon the number of pieces of different kinds which they should keep in stock. The girl in charge of the perpetual inventory system is informed, for instance, that the number of dining room chairs should never drop below six dozen. When the perpetual inventory shows that there are only seven dozen dining room chairs in stock she places a note upon the buyer's desk calling his attention to this fact and by going




Simple card used by the Caddo Co.

through his perpetual inventory record of chairs he can ascertain which kinds he is shortest on and which kinds have sold the best and can order with assurance. This greatly lessens the buyer's work and gives him a chance to put more thought into sales plans, etc.

The cost of such cabinets is small compared to the saving they accomplish. Firms which have been using the old style card index cabinets and have changed to the new system report that the saving in time is 50 per cent.

# Show Card Writing. Talk No. 2

**The second of a series of illustrated talks on modern show card writing. The author has had wide experience in this work and we urge our readers, to follow, carefully, the talks as they appear.**

After careful practice of the various strokes illustrated in our previous talk, we are now ready to begin lettering. For our first attempts we will begin on the Egyption alphabet. Once these letters are properly mastered it will be difficult for the card writer to make any of the mistakes that at once mark the card as an amateur production.

While this alphabet is the plainest style of all and will prove a good guide for future letter formation, it will be readily seen that a card lettered only with these letters would have a decidedly heavy and clumsy appearance though it would be very legible.

As he commences to draw the letters with the brush, the beginner must remember that he is still learning one-stroke work, and practise is very necessary before the vertical and horizontal parts will be executed nicely with a single stroke. It will be noticed that the same strokes we were learning last month are used to execute the alphabet. Also notice that only three strokes are required for the letter "A," four for "B," two for "C," three for "D," four for "E," and so on. This makes for rapid work. In examining closely the alphabet illustrated it will be seen that the various strokes are indicated and should be made in that way. Get the habit of drawing the brush from left to right and from top to bottom. The brush is held between the thumb and the second finger, using as free an arm movement as possible in making each stroke. While the brush is held firmly avoid a rigid grip of the fingers, as this tends to make cramped and weak strokes.

Keep the brush well filled with color. After the brush has been dipped into the paint work it over a time or two on a glass or smooth card to get the desired chisel-shaped edge, before attempting to make a stroke. This is most important, as clean and rapid work can only be made when the brush is full of color and the brush is in shape to give a square edge start as well as firm even body to the strokes.




**The Egyptian alphabet**

As the letters become familiar and a steadiness is felt in making the strokes, try making words. For instance, paint the words "Good Furniture," using this alphabet. Notice the spacing carefully that the letters are all evenly divided. The one exception to this rule is where the two O's come together in the word "Good." Here the two letters may almost touch and still look better than if the space were greater.

We are not illustrating the lower case letters of this "Egyptian alphabet," as they are very rarely used in rapid card work. In future talks we shall take up the lower case letters of other alphabets which are more commonly used.

# Furniture Displays



The Fine Furniture Display of the T. Eaton Company at the Canadian National Exhibition always contains useful suggestions for the out-of-town Retailer.

# At Toronto Exhibition



Another varied display that gives a luxurious and homey effect to this living room—The T. Eaton Co. at the Canadian National Exhibition.

# Getting the Attention of the Public is a Sale Half Made

## *An Interesting Story of a Window Contest That Made Everybody Think "Refrigerator"*

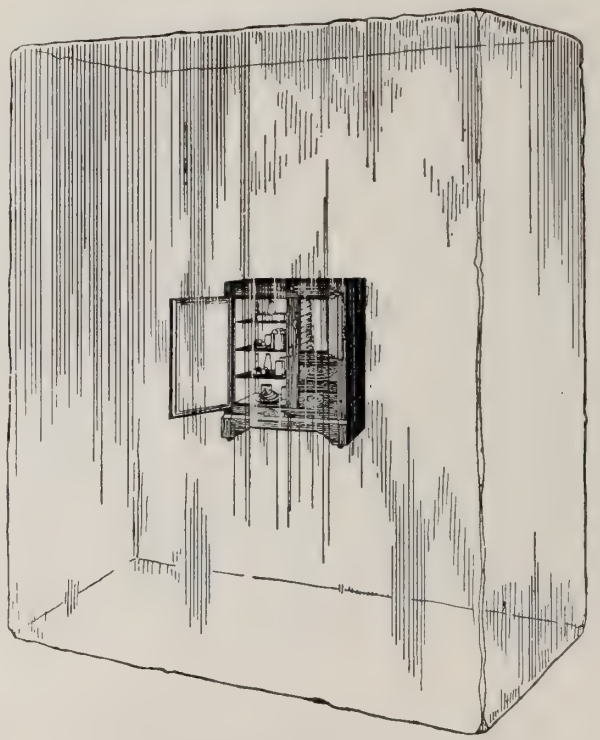
The public is always interested in something different, especially if there is some slight element of a gamble in it, and perhaps due to this, so many retail stores make a success of guessing contests of one kind and another.

Guessing at the number of kernels of grain is a common form of contest, but the Winnipeg store of the Hudson's Bay Company featured a new guessing contest by freezing a model refrigerator in a huge block of ice and asking the public to guess how long it would take for the ice to melt away and leave the refrigerator free.

Mr. T. F. Reith, advertising manager of the company, in describing the contest, stated that a huge 1200-pound block of ice was placed in the big corner show window at 9 a.m. Monday, July 3rd. In the center of this was embedded a tiny model refrigerator.

The public were invited to estimate the exact day, hour and minute when all the ice would be melted. A large refrigerator was offered as a prize for the nearest correct guess. During the contest a 20 per cent. discount was offered on all refrigerators in stock, samples of which were shown in the window. Guesses were to be in by 6 p.m. Wednesday, written on a form provided in the furniture department.

Thousands of estimates were received, and interest in the ice kept up all the week, incidentally helping all the other displays and the store business generally. By Sunday, July 9th, at 10.08 a.m. all the ice had disappeared, having taken just over six days. On judging the coupons a tie was discovered, two contestants having estimated 10.10 a.m. Sunday. This was made the occasion for further publicity, and a draw arranged in the department for Wednesday, July 12th. A consolation prize of silverware was given to the loser of the draw, which was a gift totally unexpected and much appreciated.



**The 1,200 lb. Block of Ice with Refrigerator Embedded in it.**

The ice was contained in a big shallow tank to which was attached a drain pipe to carry the water away. Curious estimates were put in as to when the ice would melt, some saying as far ahead as August, September and even October. The weather being rather cold and unseasonable deceived many and caused the ice to remain longer than it otherwise would.

The event was a success from every standpoint says Mr. Reith, particularly when it is considered that the season was well advanced and the weather cool. In spite of this, however, a fair number of actual sales were made, while a great number of enquiries were listed, all of which will be followed up.

Some little difficulty was experienced in placing the model in the ice, as it was found impracticable to suspend it in the mold, but this was overcome by chipping out a hole in the block and again freezing the refrigerator in the centre. The great block of ice was made by the company binding together three 400-pound standard blocks.

# Furniture and Allied Trades Splendidly Represented at C. N. E.

## Many Fine Displays Arouse Interest of Crowds at Big Fair

### Stratford Scores Again—"Made-in-Stratford" Exhibit Proves Great Success

Good furniture makes a strong appeal to Canadians, when it is properly presented to them, because it relates to the comfort and beauty of the home, which is the centre of our national life. That is why the "Made-in-Stratford" display at the Canadian National Exhibition attracted so much attention. There are two big noises in Stratford—one literally, and the other figuratively, speaking. The former is the railroad shops, and the latter the furniture industry. It naturally followed, of course, that furniture was the feature of the exhibit.

Stratford made a big hit at the Fair—We should say they hit a home run. If the spirit of Shakespere haunted the Coliseum of nights, which no doubt he did, there being the double attraction of hearing the operatic rendering of his own "Romeo and Juliet" and seeing the evidences of the progress and prosperity of the Canadian counterpart of his birthplace, he must surely have been gratified that his name should be associated with a city of such prestige and aggressiveness.

Everybody was talking about the Stratford exhibit and if Stratford had needed to be placed on the map, the exhibit would have put it there. Thousands of interested people, including many furniture dealers, visited the display daily, and came to a new appreciation of Canadian craftsmanship in the production of furniture.

Practically every furniture manufacturer in Stratford was represented and in every exhibit were features of beauty and utility.

#### McLagan Features

One of the outstanding features in the McLagan Furniture Company's display was a very handsome Chippendale dining room suite in American black walnut, which attracted considerable attention. A grey bedroom suite, after the Louis XVI design, with decorative motifs in blue and gold, was also very much admired. Designs in two-tone walnut were strongly featured by this company, and oak suites in Jacobean design were prominent in their exhibit. Among the individual pieces shown were many handsome examples of library tables, console tables and mirrors, smokers, desks, and so on.

#### New Designs of Stratford Chair Co.

In addition to their standard lines, the Stratford Chair Company were showing a very attractive new design, which was a Jacobean dining room suite, in Italian grey finish. The table included in this suite was of the gate leg type, with drawers at each end. A useful accessory included in the sideboard was a removable cutlery tray, which no doubt will appeal to the housewife as a feature of convenience.

#### Imperial Rattan Company's Fine Exhibit

The Imperial Rattan Co. had a large and interesting display, which included an actual demonstration of the manufacture of cane furniture. There was generally a crowd surrounding the booth where an expert workman showed how cane can be attractively adapted to all kinds of pleasing designs. The exhibit of the finished products from the company's Stratford factory were tastefully arranged in separate booths, one suite in each booth, and the wide variety of beautiful cane furniture displayed must have been a matter of surprise to the general public. One striking suite was in a new black finish, with yellow upholstery after the lost world pattern. A suite of children's furniture, finished in ivory and upholstered in a delicate blue, also attracted considerable attention. The display as a whole was remarkable for its effective color schemes and the refinement and originality of its designs.

#### Kroehler's Daven-O's and Chesterfields

The exhibit of the Kroehler Mfg. Co., was a temptation to ease and luxury. Overstuffed chesterfields, fireside chairs, daybeds, and, last but not least, the well-known Daven-O's, all in pleasing arrangement, must have looked like an oasis of comfort to foot-sore exhibition visitors. The Daven-O's were shown in both the long and short models, handsomely upholstered and presenting the appearance of expensive chesterfields. Some of these featured the loose cushions. The overstuffed furniture displayed, as a whole, showed the tendency to get away from the pillow arm and to use the more slender curved effects with shorter springs.

#### Farquarson-Gifford Feature Easy Chair

The Royal Easy chair was one of the features of a fine display by Farquarson-Gifford. Furniture dealers are familiar with the characteristics of this chair, which can be adjusted to any angle to suit individual comfort and preference. In addition to the standard type, the chair was shown in a handsome chesterfield design. Another attractive piece which immediately caught the eye was a chais longue in a particularly pretty design. A variety of chesterfield suites, upholstered in pleasing patterns, were also shown.

#### Stratford Mfg. Company's Lines

At the Stratford Mfg. Company's exhibit there were a number of smaller articles of furniture, which appealed on account of their special features of design. There were tea wagons, children's desks, library tables, smokers in new designs, new tapestry effects in screens, children's blackboards, boys' tool boxes, etc. One of the library tables showed featured a convenient arrangement, having a holder for magazines and papers at one end and two shelves for books at the other.

Some splendid examples of originality of design

# *Stratford, the Furniture Centre of Canada,*



Splendid factories devoted to the manufacture of a beautiful product. Stratford's industrial section presents a modern and attractive appearance, in keeping with the progressive policy of its manufacturers

# Boasts Many Large and Well-equipped Factories







The cuts shown on these two pages illustrate, among others, the plants of the Imperial Rattan Co., Stratford Chair Co., Globe-Wernicke Co., McLagan Furniture Co., Farquharson-Gifford Co., and Kroehler Mfg. Co.

and skilled craftsmanship were shown at the exhibit of the Stone Bridge Willow Works. Even the Children would stop up with a "Look, Mother, Look!" when their youthful eyes fell upon this exhibit. One piece displayed on which there was a great deal of comment was a phonograph case all in willow. There were also combination standard lamps, and plant stands, ferneries, jardinieres and centre pieces, besides other articles of ordinary use. The display was a real demonstration of the possibilities of handsome furniture designs in willow.

### Globe-Wernicke Office Furniture

The Globe-Wernicke Company was of course represented and were showing typical examples of their well-known lines of office furniture.

# *Varied and Attractive Exhibits at C. N. E. of Interest to Furniture Dealers*

The display of the Dominion Oilcloth & Linoleum Co. in the Manufacturers' Building was a very interesting one. Samples of all the raw materials used in the manufacture of oilcloth and linoleum were exhibited, indicating just how the finished product is built up. There was the linseed oil, which is one of the principal ingredients. Mr. Johnston, who was in charge of the booth, explained how the oil is first oxidized, then worked up into a cement with ground Kauri gum. The latter substance, which comes from Australia, has very high adhesive qualities, and is absolutely free from moisture. As a result, it adds considerably to the tensile strength of the mixture. The next step is to work in ground cork, which has been pulverized to a fine powder, and the mixture is then rolled upon a burlap base. Photographs were on exhibit at the booth showing how the patterns are printed on the linoleum in great presses and the kilns, with a capacity of two miles of the material, where it is thoroughly dried out.

A comparatively new feature which the Dominion Oilcloth & Linoleum Co. were exhibiting was their linoleum in-laid tile. This tile was shown in 3 x 3 inch squares, ¼ inch thick, and on the floor of the booth it was laid with narrow white strips of the same material intervening, thus securing a handsome inlaid effect. The tile is suitable for use in bathrooms, kitchens, hallways, corridors, etc., and is being bought largely by hotels and public institutions. In laying, it is cemented directly to the floor and it is claimed for it that it will not creep, that it will wear almost indefinitely, that it is easily washed, thoroughly sanitary, easy to walk on and practically noiseless.

### 85,000 People Register at Congoleum Company's Booth

The Congoleum Co. of Canada had a fine exhibit in a prominent location in the Manufacturers' Building. They used a very effective scheme for drawing the attention of the general public. Two Congoleum rugs were given away every evening during the Fair, twenty-six in all, on a lucky number proposition. Registration slips were handed out to the passing crowds, on which was a certain number and a space for the name and address of the individual. These were deposited in a barrel, and at eight-thirty each night two cards were drawn from the pile. The two lucking persons whose names happened to appear on these slips were each then presented with a rug. During the course of the Exhibition 85,000 people registered to try their luck in this novel kind of raffle, and the interest throughout was very keen.

Samples of the product in various stages of manufacture were displayed. The base of the Congoleum is a felt made from foreign rags, which is saturated in asphalt and coated and backed in highly waterproof oils. The final process is the printing, upon which the finished appearance of the product depends. The Congoleum Co. were showing many attractive patterns, including three new patterns in rugs and two in yard goods. To demonstrate the waterproof qualities of their product, they had a rug placed in a gold fish bowl and surrounded with water.

### New Universal Type Sectional Bookcase

The Globe-Wernicke Co. had two exhibits at the Fair, one in the Western Annex of the Coliseum, included with the "Made-in-Stratford" display, and the other in the Manufacturers' Building. In the former they were showing office furniture and in the latter their well-known library equipment. The new universal type of sectional bookcase was featured, in which all exposed metal straps are eliminated, thus securing a real improvement in appearance. Another change which has been introduced is by increasing the limit of the size of the sections produced. The largest section they now make is 13 in. instead of 12 in. as formerly.

### Handsome Designs in All Steel Beds

The exhibit of the Canadian Merserau Co. proved an eye-opener to many people. They stopped to examine what looked like mahogany and walnut bedsteads and it was with some difficulty that they could be convinced that they were actually all steel. It was only by the test of touch and sound that the metal construction could finally be proved to them. The finish secured by the Canadian Merserau bore a very close resemblance to the woods they simulated. The majority of their beds were shown in mahogany and walnut; some were also shown in a grey finish. The company's patent bed springs, for which it is claimed that there is no tendency to roll to the centre, were another feature of the display.

### The De Luxe Exhibit

Several handsome chesterfield suites were tastefully arranged in the exhibit of the De Luxe Upholstering Co. The majority of the furniture shown was upholstered in mohair. Both the brocaded and the printed goods were featured.

Care had been taken in the arrangement of the booth to provide an attractive setting for the display. Around the sides and rear, heavy dark brown draperies were hung, which produced a soft restful effect, while the necessary touch of color was added by the use of Japanese lanterns suspended from the ceiling.

### Divanette Demonstration

The feature of the Gold Medal Furniture Company's display was the demonstration of their divan-

# *Shown at the Exhibition*



Stratford Chair Co.



Imperial Rattan Co.



McLagan Furniture Co.



Stratford Mfg. Co.



Stratford Chair Co.

ette. In order to indicate that ample room was provided for bedding and ventilation, a young boy was used in the domonstration, who disappeared within the divanette when it was closed up, and came up again smiling when it was opened. It was pointed out that a full size sanitary mattress was employed.

### National Mattress and Felt Company

The National Mattress & Felt Co. had a display showing the materials from which their mattresses are manufactured, together with the finished article itself. The company place strong emphasis on the fact that they use only new materials in the production of their goods. The various grades of cotton felt employed were exhibited. The mattresses displayed featured the machine stitched roll edges. The covering materials used included drills, cottons and satins, and many pretty patterns were shown.

### The "Five-in-One"

The demonstration of the "Five-in-One" chair at the Queen City Furniture Company's display attracted a great deal of attention. This chair can be used as an ordinary arm chair, as a morris, as a convalescent, as a couch and as a bed. It is handsomely upholstered, and when used as a chair, one would not imagine from its appearance that it could be employed for other purposes.

At a separate booth the Queen City Furniture Company were displaying several attractive examples from thirty new designs of chesterfields which they have brought out. Brocaded mohair was strongly featured. The lines exhibited showed the tendency to get away from the pillow arm.

### Fishman Spring Company

Another booth of particular interest to furniture men was that of the Fishman Spring Co., where spring mattresses, box springs, spring pillows, chesterfield loose cushions and chesterfield constructions, spring forms for fancy cushions, chair pads, and a variety of similar articles were exhibited.

### Marshall Ventilated Mattress Co.

The Marshall Ventilated Mattress Co. had a unique and interesting exhibit at the C.N.E. In one booth they used a clever scheme, which had almost the effect of a stage setting. There was a mattress at the rear, with a spot-light shining upon it, and all the remainder of the booth was curtained off with a web of dark blue cloth which extended from the mattress to the front of the booth. On the mattress were the words, "Marshall Ventilated Mattress." in prominent letters, and one corner was stripped to show the construction.

The company also had another booth which was given over to a general display of their line.

### Toronto Feather & Down Co.

A splendid selection of comforters and pillows was exhibited at the booth of the Toronto Feather & Down Co. Many attractive designs were shown, and the display proved of unusual interest to the enquiring housewife.

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### New Store in Montreal

The many friends and business acquaintances of Mr. John J. Macdonald will be interested to hear that he has recently opened a retail store at 314 St. Catherine St. W., Montreal, the heart of the retail store trade of that city. Mr. Mcdonald was formerly with Messrs. Wilders Ltd. as manager and buyer for their Bed and Bedding Department, but opened a business of his own at 573 St. Paul St. W., Montreal sometime ago jobbing the lines with which he was so familiar—Beds and Bedding.

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### Adding House Furnishings

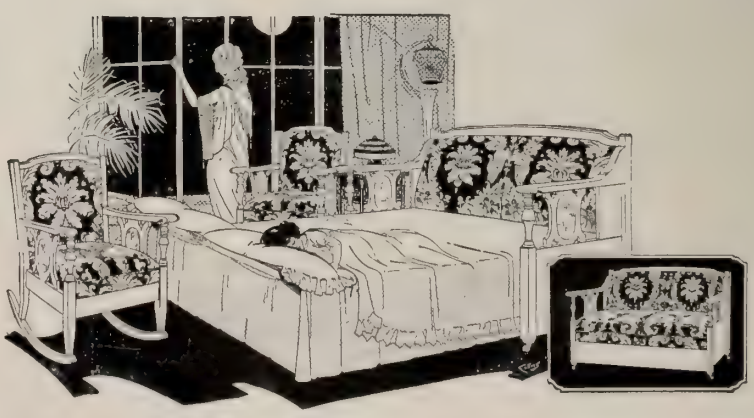
We are advised that the firm of Cotton's Limited, funeral directors, of North Battleford, Sask., intend to add a full line of furniture and house furnishings to their stock. The firm was incorporated in November, 1921, for the purpose of conducting a furniture and undertaking business, and at the present time are carrying a complete line of undertaker's supplies and using a motor hearse. The personnel of the firm is as follows:—president, R. J. McClinton, vice-president, W. J. White, secy-treasurer, A. C. Cotton.

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### Peterboro Concern Make Improvements

Extensive alterations have recently been made to the premises of Messrs. D. Belleghem & Sons, retail furniture dealers and undertakers, Peterboro, Ont. The chapel and furniture show rooms have been given every modern appointment. There is a 60 ft. frontage, the whole being carried out in the Gothic design. Mr. Belleghem, Sr., having passed away about 2 years ago, the business is now being carried on by Messrs. Arthur W., and Walter T. Belleghem, under the firm name of D. Belleghem & Sons.

The Daven-O display by the Kroehler Mfg. Co., was a centre of interest at Toronto Exhibition.





This striking display of antique furniture was shown by B. M. & T. Jenkins, Ltd., at the Canadian National Exhibition. The chairs are of solid rosewood, of the Louis the Sixteenth period, and an added feature of their attractiveness is the beautiful needlework design in the upholstery. The table in the centre, likewise French, Louis the Fifteenth period, is remarkable for its intricate carvings On the right is a unique kind of pedestal, brass inlaid and brass mounted. The centre piece on the pedestal is old gilt, worked up with gold plate on a brass foundation and skilfully tooled. The other similar pieces shown are of the same type of workmanship. In the mirror and the accompanying pedestal we have a noteworthy example of the craft of wood carving. These are cleverly gilded to simulate the appearance of brass.

# Quick Turnover the Main Difference Between Success and Failure

## Invest Less Capital, Make it Work Harder—The Old Adage that Moving Stones Gather no Moss Does not Apply to Furniture Stock—Keep it Moving

By G. W. HAFNER

The interest of the business man is, naturally, to make his capital do as much work for him as possible. That means letting a given dollar rest in a given lot of material for as short a time as possible. And doing this means moving stock as rapidly as possible. And, the one word that covers all this is "turnover."

### Definition of Turnover

It is never possible to make money on dollars that are tied up in commodities that will not move. And when prices are falling, it is easy to lose a great deal of money by holding onto merchandise or materials that move slowly, while the price for which they can be sold becomes constantly less and less. Because of this every manufacturer and merchant ought to have information on the movement of goods in and out. It is this movement in and out, not only of the merchandise itself, but also of that which the merchandise represents, money, to which the term "turnover" has been applied.

In any business there are two things that are disposed of, replaced, and disposed of again; or, in other words, "turned over." These are:

1. The stock of merchandise.
2. The money invested in such merchandise.

And the turnover of these items has a very definite effect upon the profits which the business makes during a given period. Hence an analysis of this effect is necessary in order to plan properly and conduct the business so as to:

1. Secure the maximum profit with a given capital, or
2. Secure a given profit with a minimum capital.

### Quick Versus Slow Turnover

Perhaps the easiest way to state the case for a rapid rate of turnover in business is as follows:

A certain business, we will say, has annual sales of $50,000.00 and makes a gross profit of $17,500.00 (or 35% of the sales). If we take off $12,500.00 for expenses (25% of the sales, the net profit would be $5,000.00 (or 10% of the sales). But if the annual sales of that business is increased to $100,000.00, and a gross profit of 35% is still realized, the amount of gross profit would be $35,000.00. Suppose expenses of the business are doubled because of the increased business—a very liberal margin—there would then be $25,000.00 in expenses to deduct from the gross profit of $35,000.00, leaving a net profit of $10,000.00.

Now it is at once evident that, having increased the sales to such an extent, the same percentage of profit is not required. The tendency in any busi-



Walnut Library Table shown by Andrew Malcolm Furniture Co.

ness should be to increase the turnover and thereby decrease the percentage of profit. Under these circumstances the nation as a whole would benefit, and the individual engaged in the business would certainly not suffer.

Another illustration: Two men are engaged in building construction. John Smith, the first contractor, finishes twelve jobs a year making $1,000.00 net profit on each job. He earns a total of $12,000.00. Jim Jones, the second contractor, finishes eighteen jobs a year, making $750.00 on each job. He earns a total of $13,500.00. Moreover, he gets business away from Smith because his price is more attractive. When there are none too many jobs to go around at best, this last consideration is of great importance.

### Making Your Dollar Attractive

If a dollar earns 10 profits for its owner in a year, the owner can afford to take a smaller profit each time than on another dollar which earns him, say, only 5 profits during the small length of time. And yet the dollar which returns the smaller rate of profit will bring in the larger volume of profit, simply because it is so much more active.

Now, this is precisely the point that most business men seem not to understand. They do not seem to be able to grasp the fundamental principal that even though the percentage of profit on merchandise or service be but, say, 5 per cent., if it is earned often enough, say, 10 times in a year, the annual turnover on money or rate of profit on investment will be 50 per cent.

Too many merchants overlook the fact that their cost of doing business of, say, 25 per cent, cannot correctly be used to demand a 15 per cent. margin of profit on each and every kind of merchandise sold, because it is the percentage of profit on one sale, and not on the year's investment. A larger margin of profit needs to be added to the slow moving materials and a smaller margin to the quick moving..

The vital point of comparison is how much profit can you make a dollar earn selling a given article. Any business man can get rich earning a 5 per cent. margin of profit on one certain commodity, if he sells it often enough; on the other hand, he may go bankrupt on merchandise offering 100 per cent. profit, if he rarely makes a sale. Quantity selling is the greatest modern policy. The profit on any one article or commodity is not much, but when this profit is multiplied by 1,000, or 5,000, or 10,000, the profit on the volume becomes considerable.

Lazy dollars, unnecessarily high profits, and sluggish business, all tend to go together. The business man who makes money in spite of conditions—and there are many such—are those who go out aggressively to make their dollars active.

### How to Find the Rate of Turnover

The rate of turnover for a given time depends on just two things:

1. The average amount of money invested in the Merchandise.
2. The sales of the merchandise in the period.

Both amounts must be stated in the same terms in order to get a correct result. That is, the average amount invested and the sales must both be figured at cost price, or at the selling price. It does not matter much which way they are figured, so far as the accuracy of the results goes; but it does make a decided difference if one of the elements is figured at one price, and the other at the other price. The result in that case is a figure that means precisely nothing.

It is obvious, then, that since these two elements only are involved, the problem of increasing the rate of turn over depenls on these two, anl no others. Hence one or both of two things must be done:

1. The average amount of money invested in merchandise must be decreased relative to the volume of sales; or
2. The sales must be increased, in a greater ratio than the increase in the merchandise investment.

The rate of turnover may be found by dividing the yearly net sales by the equivalent merchandise investment.

By "equivalent merchandise investment" is meant a constand yearly investment in merchandise which is equivalent to the actual merchandise investment over a period of one year.

This means the "equivalent merchandise investment" must be expressed in terms of time as well as of money. The fundamental unit in which equivalent investment is expressed in some related unit which is reducible to dollar-years, such as dollar-months or dollar-weeks.



Curate in Mahogany, Oak or Walnut by by Andrew Malcolm and Co.

In explanation of this, one dollar invested for one year is a dollar-year. Two dollars invested for six months, or three dollars invested for four months, or fifty cents for two years, are all exact equivalents of a dollar-year.

Thus, if you invest $500.00 in a certain article or commodity twice a year, you have an equivalent in that particular article of $250.00. Suppose your sales of this article for the year to be $1,000.00. By dividing the equivalent of $250.00 into your sales of $1,000

you find that your rate of turnover is 4. If you invest $500.00 in a given article every three months, you have an equivalent investment of $125.00. If your sales of that article for the year amount to $2,-000.00, your rate of turnover is 16.

A business man pays a certain amount for the goods he sells, and he sells them for a certain other amount usually greater than the first. It is the difference between there that determines the success or failure of a business . The merchandise itself is only a means to an end.

For certain reasons a merchant may want to invest as little money as possible in stock. The turnover of this investment, then, becomes of great importance, for he must get his original investment back before he can invest it again. This turnover is dependent largely upon the movement of the goods, but the unit profit and the extension of credit also play an important part. An analysis of the turnover will largely determine the advisability of entending more or less credit and the amount of unit profit necessary with the given investment and the probable sales.

A knowledge of stock turnover by lines enables the business man to segregate the fast moving lines from those that move slowly. It indicates the commodities for which there is a ready demand, and those for which a demand must be created. This shows him where to concentrate his advertising and sales effort. It enables him to apply different sales methods particularly adapted to the conditions. He can perhaps increase the percentage of profit on the slow moving lines to compensate for the slowness of movement, or possibly by decreasing his margin of profit the movement can be speeded up. His buying can be scheduled, so that his stock is always kept at the minimum.

In the final analysis, it must be remembered that turnover is not an end in and of itself, but merely a means to an end, namely, yearly net profits. The banker can pay his overhead expenses and declare dividends only by daily turnover of cash on hand. The same problem confronts any business man. His stock must turn a given number of times a year in order to yield a profit.

To exemplify further the close relation between turnover and profit, it is necessary only to refer to the ordinary vegetable and fruit market. The proprietor of such a market must turn his stocks daily, or they become unsalable. His stocks must sell and sell quickly, for therein lay his profits. Adopt the fruit vendor's methods, make them applicable to your business, and then watch the result.

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Mr. B. A. Mitchell of Peterboro, Ont. who is well known to the furniture trade, being connected with it all his life, has recently changed his place of business from Water Street, Peterboro to 197 Hunter Street, West, and now stocks high class furniture only: besides retailing Mr. Mitchell also manufactures and remodels furs.

# Furniture at the Halifax Carnival

This handsome float was a feature of the recent Halifax Carnival Week. It was designed by the Nova Scotia Furniture Company and—as our readers can easily believe—it was awarded first prize for its originality and artistic conception. The Nova Scotia Furnishing Company are complete "Home Furnishers" and, in addition to furniture, carry carpets, draperies, oilcloths, linoleums, wall-paper, etc.




It took first prize at the recent Halifax Carnival

# Mr. Salesman! What do You Know about Sales Checks?



## Let Us Emphasize— These Little "Scraps of Paper" Are as Important as Bank Notes—The Necessity for Accuracy Is Paramount

In almost every class or retail business, some type of sales check or slips is used. They form an important part of the record system of all well-regulated stores—they are the original source of information from which many of the most essential reports and summaries are prepared. But the sales slip has a function to perform that concerns the customer more intimately. Instructions as to the method of payment and delivery, the amount of money involved in the transaction, goods ordered—this is the nature of important information that must be recorded **correctly** by the salesman at the time of sale. Failing this, it means that the error will multiply until it finally comes to the customer's attention, when, what was originally merely a "slip of the pencil" on the salesperson's part when he filled in the check, now appears as inefficiency, carelessness, poor service and "incompetency of the clerk."

Depending upon the type of store and also its selling policy there are varying combinations of delivery and charge instructions to be provided for on the sales slip. As the retail store has widened its field of usefulness by providing more convenient service for its customers on matters of delivery and plans of payment, the responsibility on the part of the salesman has taken larger form. First there was the simple exchange of merchandise for cash, which called for the mere routine of transferring one for the other. However, the store aimed at greater service and introduced the features of cash on delivery, charge accounts, exchanges, returns, transfers and the accomodation of delivering customers' bundles. All of these are valuable as means of building trade and good-will provided they are properly done; otherwise they fail hopelessly in the customer's estimation as does the store and the salesman.

### Types of Transactions Recorded by Salesperson

The following is a list to suggest some of the different types of sales-slip instructions with which the salesman should be thoroughly familiar. Even though all, or many, of them may not be used in his store, still, as a salesman, it is his business to know every type of transaction that may take place. Obviously, it is one of the first duties of the manager or some other person in authority to provide for the necessary instruction of salespeople concerning these:

1. Cash sale—customer taking the goods. (Cash Take)
2. Cash sale—goods to be delivered. (Cash Send)
3. Charge sale—customer taking the goods. (Charge Take)
4. Charge sale—goods to be delivered. (Charge Send)
5. Collect on delivery. (C.O.D.)
6. Exchange at counter— customer taking. Original purchase paid for in cash or C.O.D. (Paid Counter Exchange)
7. Exchange at counter—goods to be delivered. Original purchase charged. (Charge Counter Exchange)
8. Part cash, balance C.O.D. sale. (Part cash Bal. C.O.D.)
9. Part charge, balance C.O.D. sale. (Part charge Bal. C.O.D.)
10. Part cash, balance charge. (Part Cash Bal. Charge)
11. Part cash, part charge, balance C.O.D. (Part cash, part charge, Bal. C.O.D.)

Other variations are those in which the selection of goods is made by one person to be charged to a second; goods to be sent or called for at a later date; purchases on transfer or shopping ticket providing for selections from two or more departments; enclosure of packages left by the customer to be delivered with goods purchased. These are mentioned here as suggestive of the retailers' service in this connection. The local store system must provide for the details of operation.

### Accuracy is a Matter of Diligence

It is not possible, either by word of mouth or the printed word, to give any exact principle for the elimination of all blunders on sales slips. First there must be given adequate training in making correct records. After that the most that can be done is to caution the salespeople as to the need for constant exercise of thoughtful attention while instructions are being given, and diligence in recording them **complete,** on the sales check. No special ability is required to do this; it is a mere matter of practice plus care. Furthermore, if the check is correct when it leaves the hands of the salesman, the chances are, by all odds, in favor of satisfactory haudling throughout the whole series of following processes.

### Some of the More Common Blunders in Sales Check Instructions

Statement is made here of a few of the most common errors made in recording information on sales tickets. The value of these to the retail salesman lies in his use of them as danger signals whenever entering information that must later be used as in-



**Yes! Yes! When you are writing a letter to your love be CAREFUL—but not more so than when you are making out a sales' slip for a customer.**

structions by someone else in an effort to give the service requested by the customer. The value of these instances of error to the store manager is in his use of them as examples in assisting and encouraging his salespeople.

**Goods sent C.O.D., contrary to customer's instructions that they be charged.**

Customer feels that credit responsibility has been questioned. One large department store had more than a thousand such errors in the course of one year. The reverse of this, also common, is the sending of goods "charge" instead of C.O.D.

**Abbreviations.** The salesperson in a hurried attempt to record the data fails to give all the necessary facts. Insufficient description of merchandise, incomplete street address, failure to record name of town, incomplete name and initials in cases where an account is to be charged. These are most common. The latter is especially troublesome if a charge is to be made to a customer other than the one to whom goods are shipped.

**Indistinct items and figures.** Information on all sales checks must later be read by someone not familiar with the original transaction. Consequently it must be readable. Much valuable time is lost if later tracing and qutstioning is made necessary.

**Omissions.** Common errors of this nature include omission of items of sales; special instruction as to time and place of delivery; special terms or discounts, if any; name of "charge" customer; salesperson's initials or number; etc.

**Errors in extension or calculation.** Such errors may later be discovered by the cashier, but, at best, they are bound to cause annoyance and questioning. Changed or altered checks are indicative of careless, hap-hazard methods.

**Mutilated slips.** Torn, scratched, crumpled, incomplete sales checks are examples. No system, no matter how perfect, can succeed without the co-operation of the salespeople in preventing such occurrences as these.

**Lost sales book.** This is serious and can be charged to nothing but extreme carelessness on the part of the salesperson. Many stores, as penalty, have adopted the policy of giving no sales credit either to the salesman or department for sales represented by the lost book.

**Misplaced carbon.** This is a small matter but often is accountable for insufficient records, incomplete either in whole or in part.

**Notation of orders on scraps of paper.** The consequence of such a practice is apparent. Even though the data may be transferred to a sales ticket there is always the danger of error in copying. The management should issue strict instructions against the use of any form of original sales record except that provided for the purpose.

**Holding over sales slips, money or merchandise.** Most large stores strictly forbid this practice and have an established rule for turning over at the end of each day the slips representing uncompleted transactions. To what extent, if any, this may be permitted in smaller stores must be governed by instructions of the local management.

**Promises.** There is no end of trouble that may be caused through promiscuous promising on the part of the salesman. Promises of special delivery, promises to hold the goods, promises to have certain work done on the goods, promises to notify on arrival of a certain style of merchandise, are among the most frequent. The salesman should be cautious in making promise of special service, but, if made, he has a moral obligation to see that it is fulfilled.

## *Here Is Something Entirely New*



***A Revolving Stand for the Centre of the Dining Table. Being Manufactured by the Canadian Toy and Novelty Company.***

# Latest Designs in Chairs



Chesley Chair Co.



Krug Furniture Co.



Stratford Chair Co.



Owen Sound Chair Co.



John C. Mundell



## *Uncle Joe Says:*

***"Some of these Sales Guys I've met up with is like the Mississippi River—very small at the head, but with a great flow at the mouth"——***

# *How About YOUR Selling Talk? Is it Intelligent, Appropriate and Tactful?*

"Something for you, mister?" as a part of the selling talk, is many times worse than absolute silence. It is bad because it is as ancient, tattered and torn as the "little old red shawl" itself. It stamps the salesman as being without any originality and it is likely also to bore the customer. Take it for granted that he wants something or else he would not be in the store. Jump right into business and at the same time get the customer on your side. Anything original such as, "May I serve you?" or some variation, is good. Perhaps as good as anything else is a smile and a cheerful "Good morning" or "Good afternoon." The expressions "Lady," and "Mister," have been tabooed for generations; they might serve all right for a peanut stand but not in a high-class furniture or department store. "Madam" and "Sir" are dignified and greatly to be preferred.

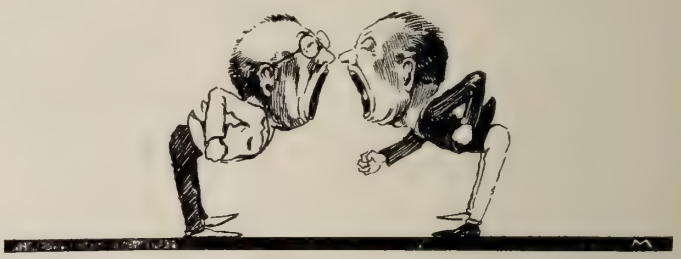
Among inexperienced salesmen there is the danger of laying too much emphasis in the selling talk upon the price—in other words, making it a matter of selling prices rather than merchandise and service. The customer has come to buy furniture; price is an important consideration with him in all probability, but it is quality and attractiveness that will determine his satisfaction. If the salesman will devote himself especially to these things, if he can assure his customer that the goods are what he wants and that they will give him service, the matter of price will, in most instances, be secondary. The slogan of a certain retail house is that "The quality will be remembered long after the price is forgotten." There is a great deal expressed in this from the standpoint of good merchandising. The salesman can do no better than to make his appeal on the same basis.

Limit the number of questions directed to the customer. As mentioned before, the customer may resent questions because of a feeling that he came to be served rather than to be subjected to questioning. The sale will proceed more smoothly if the salesman takes it for granted that certain minor points are satisfactory unless the customer makes some mention of them to the contrary. To bring them up with a direct question means that an new train of thought is started in the customer's mind, that he is required to make another decision and that he will be hindered by confusion of thoughts in coming to his main decision to buy.

Repetition of some point of special importance that may have slipped the customer's mind is an effective means to stimulate a decision. Great care should be used in doing this because repetition of any point of small importance will produce the effect of annoyance. If used at all, let it be only on some point of importance on which the customer has shown interest or concern.

### Discrimination Among Customers

The practice of playing favorites by giving one customer more considerate service than another is unnatural. It is unfair and furthermore is not good business . Any short-measure of service is bound to be noticed and as a result the business is lost to the salesman and probably lost also to the house. Nothing can be said to illustrate with more force the advisability of serving all customers honestly and without discrimination than an experience of a few months ago as told by the retailer who was successful in securing the business that had gone a-begging. Such cases are bound to occur continually unless there is a fixed standard of service.



The loud talker is not always the convincing talker. It's knowledge and tact that count.

A certain customer entered one of the city stores, having just arrived from a camp where he had been spending the summer. Dressed as he was at the time, his appearance was that of a laborer, and evidently, on that account, he was treated indifferently by the salesman. Being dissatisfied the man left without having made a purchase and then entered another store where he was treated with all the respect and consideration due him. Before leaving, he had purchased to the value of seventy dollars, paid cash and then presented his card with the request that the things be delivered. Not until then was it learned that he was one of the most influential men in that section of the country.

The secret of success in serving people is to treat them all alike, but to make each one feel the distinction of individual attention.

# Gift Furniture

The pieces illustrated in this Catalogue are only a part of the authentic designs in Gift Furniture that we are showing for the Christmas Trade



**Dealers Name and Address will be inserted here**

Published By THE COMMERCIAL PRESS LIMITED, 51 Wellington West, Toronto
FOR DISTRIBUTION By Retailers to their Customers

# Gifts *of* Furniture

THE spirit of giving has made Christmas the most joyous of holidays the world over, as is fitting in view of the fact that it commemorates the anniversary of God's greatest gift to mankind.

¶ A development of recent years has been the tendency to give to our loved ones gifts that have permanency of value as well as beauty and desirability. Naturally the homelover looks upon a Gift of Furniture as an ideal remembrance at this season, because it is not only useful but is ornamental—something that gives pleasure to the recipient almost every day in the year.

¶ The pieces illustrated in this catalogue have been selected from the many we are showing in our Gift Department, because of their popularity. You will find amongst them Gifts that will please almost every member of your family. ¶ Surely this comprehensive catalogue will assist you in solving many of the problems of your Christmas shopping. A visit to our store, where you could see the actual pieces, would prove to be time well spent. Make it a point to come in early so that you will have the advantage of seeing the complete display. Should you make a selection, a small deposit will hold it for you until Christmas week.

# Specially Selected Designs in Furniture as Suggestions for Appropriate and Useful Christmas Gifts.



No. 477 1/2 Arm Chair, a particularly neat design with Tudor turned front legs, bent top rail and bannister, strongly constructed, made in Birch walnut finish and Oak quarter-cut Oak back, in Fumed or Italian Brown a soft dark brown finish, upholstered in good grade floral pattern Tapestry. A roomy and exceedingly comfortable chair.



No. 480B FIRESIDE BENCH, solid walnut frame in the classic Louis XVI design, neatly fluted legs strongly braced, well upholstered closely webbed seat and covered in a splendid grade of Tapestry with beautiful combination of colorings, eighteen inches high, thirty-four inches long and eighteen inches wide. A beautiful piece of furniture at a very moderate price.



No. 477 ARM ROCKING CHAIR, Tudor turned front legs, bent top rail and bannister, strongly constructed, made in Birch walnut finish and oak with quarter-cut oak back in Fumed or Italian Brown a soft dark brown finish, upholstered in good grade floral pattern Tapestry. A particularly neat design and exceedingly comfortable.



No. 480J JARDINIERE STAND solid walnut, Louis XVI, design, twenty inches high, sixteen by sixteen inches round molded top, gracefully tapered and fluted legs strongly braced. A useful gift and one that is sure to please.



No. 480 1/4 LIVING ROOM TABLE, solid walnut in the popular Louis XVI design, rich satin finish, twenty-five by forty-two inch top with molded edge, neatly tapered and fluted legs. In the manufacturing of this table special attention is paid to details and construction.
No. 480 1/4 LIVING ROOM TABLE, same design made in Quarter-cut Oak, finished in Fumed or Italian Brown a soft dark brown finish.



No. 338 TABLE. solid walnut satin finish, quaint Windsor design, twenty-four by sixteen inch oval shape top, twenty-six inches high, neatly turned legs. Designed for use as a tea table or end table for chesterfield.



No. 332 TELEPHONE TABLE & CHAIR made in quarter-cut oak finished in fumed or Italian brown, square turnings on legs, hand carved tops. Table is thirty-two inches high with eighteen by fifteen inch top with space below for telephone directory, chair height is twenty-nine and a half inches. Table is designed to permit chair to be placed closely in front so as to occupy very little space. A convenient piece of furniture for the home and very appropriate for a Christmas gift.



No. 336 FERN STAND, genuine walnut, in the decorative Windsor design, hand carved ornamentations on sides, correctly and well proportioned turned legs strongly braced, beautifully finished, thirty inches long, twelve inches wide, thirty-one inches high, complete with a special tin in flower box. A handsome ornament for the Sun Parlor or Living Room.



No. 331 MAGAZINE TABLE, solid walnut, twenty-four by fifteen inch top, twenty-four and a half inches high, hand carved ornamentations on ends and edges, book trough below top. This is also used as an end table for a Chesterfield making a really useful piece of furniture for the Living Room.
No. 331 MAGAZINE TABLE, same design made in Quarter-cut Oak, Fumed or Italian Brown a soft dark brown finish, a very appropriate finish for this design.

THE ELMIRA FURNITURE CO., LIMITED - ELMIRA, ONT.



1071—Walnut Veneered Top. Size, open, 29x28. Closed, 15x28.



Mirror 1068—Glass 14x26, Walnut.



527—Walnut Finish, Veneered Top and Shelf, Drop Handle, Glass Tray 16x24, Top, open, 26x36.



Table 1068—Walnut, Veneered Top, Size 15x32.



1072—Walnut, Hammered Brass Tray. Size 16 inches. Height 20 inches.



1069—Walnut, Veneered Top, Size 19x36.



1059—Walnut. Size 38x13. Height 27 inches. Galvanized Flower Pan.

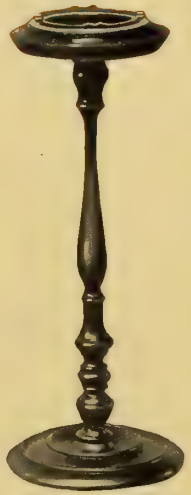


1100—Walnut, Veneered Tops, Walnut Finish. Largest Top 15x24.

BAETZ BROS. FURNITURE CO., LIMITED KITCHENER, ONT.



Shaft 827. Shade 279-3-22
Shaft, any finish, Height 58 inches.



597—Walnut or Mahogany Finish.



596—Walnut or Mahogany Finish. Glass Tray.



Shaft 631. Shade 219-3-14.
Shaft, Walnut or Mahogany Finish.
Height 56 inches.



557—Walnut or Mahogany Finish.
Height 21 inches. Push Socket.
Shade—Any Color, 14 inches wide.



Shaft 629. Shade 314-3-26
Shaft, Mahogany or Walnut Finish.
Height 64 inches.



556—Walnut or Mahogany Finish. Height 17 inches. Push Socket. Shade, any Color, 8 inches wide.



2011—Walnut or Mahogany finish. Height 10 in.

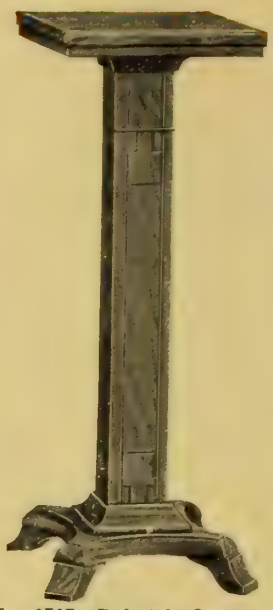


Shaft 624. Shade 39-4-24
Shaft, Walnut or Mahogany Finish.
Height 63 inches.

BAETZ BROS. SPECIALTY CO.
LIMITED
KITCHENER, ONT



No. 8812—Spinet Desk (open), Walnut.



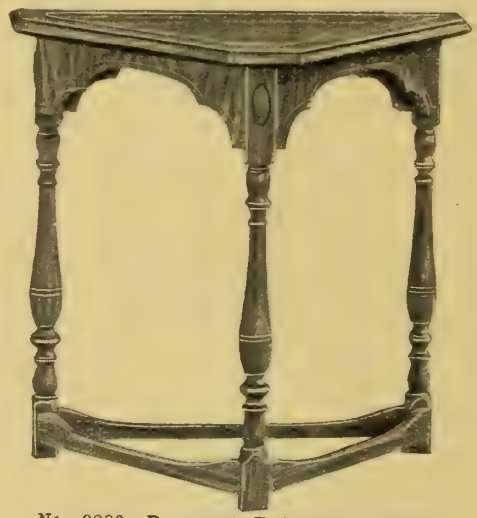
No. 6707—Pedestal, Quartered Oak and Mahogany.



No. 6710—Pedestal, Walnut



No. 6008—Parlor Table, Walnut.



No. 9230—Davenport End Table, Walnut.



No. 9231—Smoker Stand, Walnut.



No. 6006—Parlor Table, Mahogany and Walnut.



No. 8434—Library Table, Walnut.

THE McLAGAN FURNITURE CO., LIMITED STRATFORD, ONT.



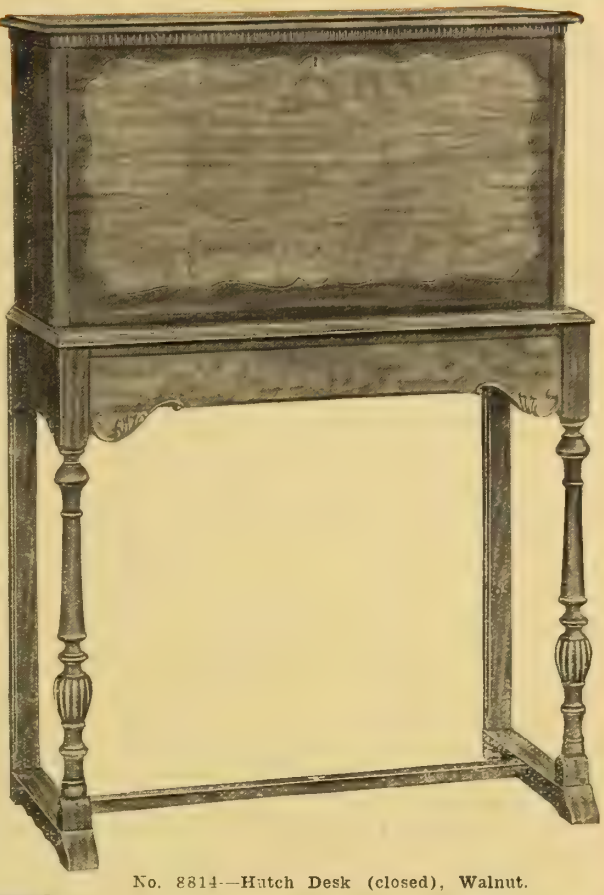
No. 6007—Parlor Table, Mahogany and Walnut.



No. 6406—Jardiniere Stand, Qtd. Oak and Walnut.



No. 6400—Jardiniere Stand, Mahogany and Walnut.



No. 8814—Hutch Desk (closed), Walnut.





No. 7668—Console Table and No. 7667 Mirror, Walnut.



No. 7100—Music Cabinet, Mahogany and Walnut.



No. 9216—Table and Tray, Walnut.

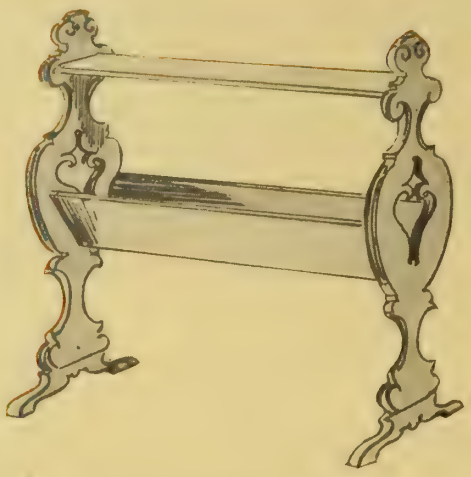


No. 6403—Jardiniere Stand, Quartered Oak and Walnut.



No. 6402—Jardiniere Stand, Quartered Oak and Walnut.

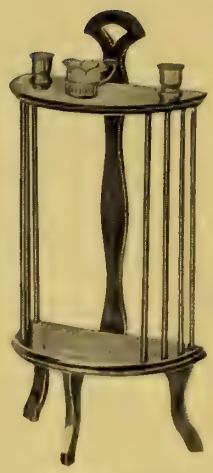
THE McLAGAN FURNITURE CO., LIMITED STRATFORD, ONT.



No. 212 Book Rack. Top 12 x 24
Mahogany, walnut and oak finish.



No. 7 Smoker. Top 9 x 12
Finished in oak, mahogany or walnut.

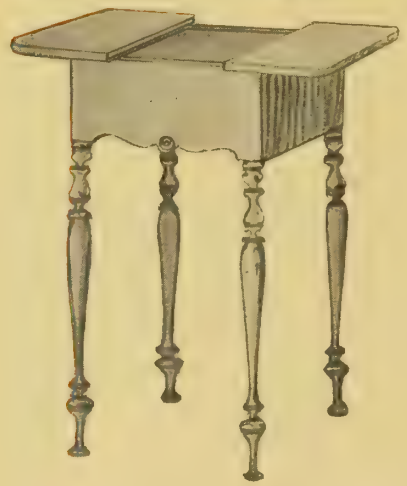


No. 2 Smoker. Top 8 x 14
Finished in oak, mahogany or walnut.



No. 218 Smoker. Top 8 x 9.
Finished in oak, mahogany or walnut.

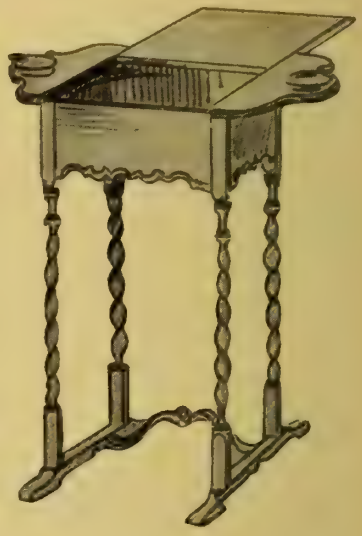




No. 208 Smoker. Top 11x13 closed, 11x20 open
Finished in oak. mahogany or walnut.



No. 224 Smoker. Top 11 x 15
Finished in oak, mahogany or walnut.



No. 223 Smoker. Top 13 x 18
Finished in oak, mahogany or walnut.



No. 20 Telephone Stand. Top 14 x 18
Mahogany, walnut and oak finish.



No. 1 Smoker. Top 9 x 9
Finished in oak, mahogany or walnut.



No. 30 Pedestal. Top 11x11, height 34.
Finished in oak, mahogany or walnut.



No. 12 Smoker. Top 13x14
Finished in oak, mahogany or walnut.

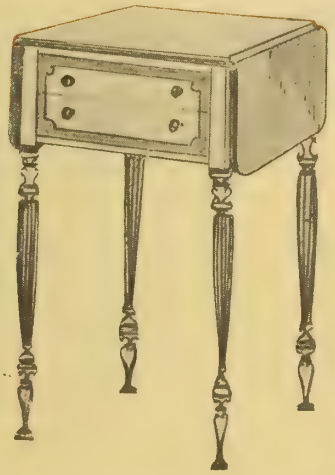
THE HESPELER FURNITURE CO., LIMITED HESPELER, ONT.



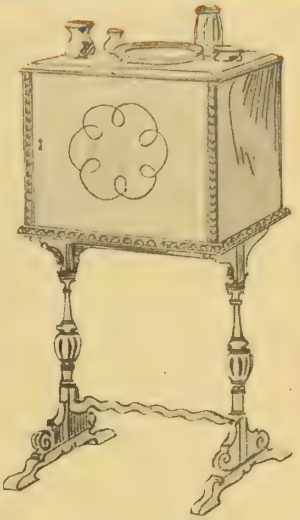
No. 211 Book Rack. Top 12 x 21
Mahogany, walnut or oak finish.



No. 40 Tabouret.
Top 11 x 11
Finished in oak,
mahogany or walnut



No. 200 Sewing Cabinet. Top 18 x 18
Solid Mahogany, walnut or oak.



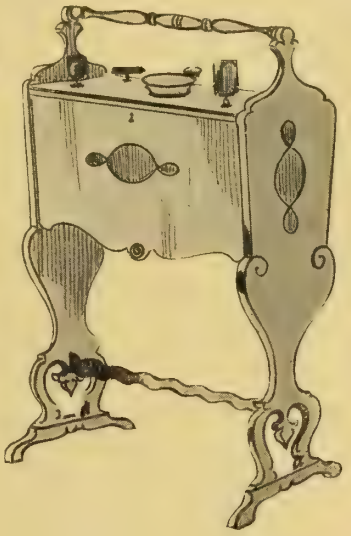
No. 219 Smoker. Top 13 x 15
Finished in oak, mahogany
or walnut.



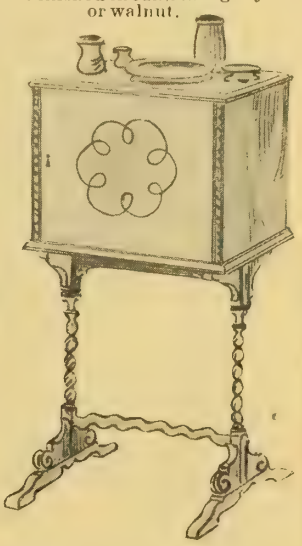
No. 204 Sewing Cabinet. Top 10 x 15
Solid Mahogany and walnut.



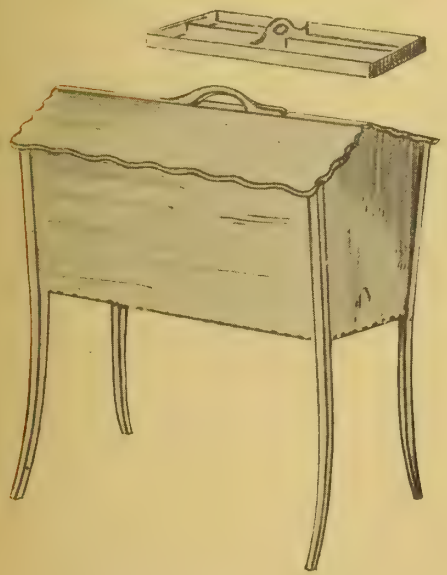
No. 3 Smoker.
Top 10 x 12
Finished in oak,
mahogany or walnut.



No. 221 Smoker. Top 10 x 14
Finished in oak, mahogany or walnut.

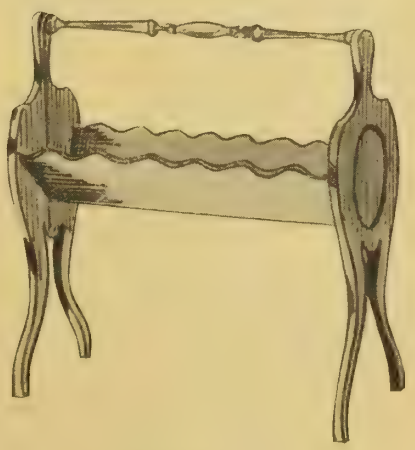


No. 220 Smoker. Top 13 x 15
Finished in oak, mahogany
or walnut.

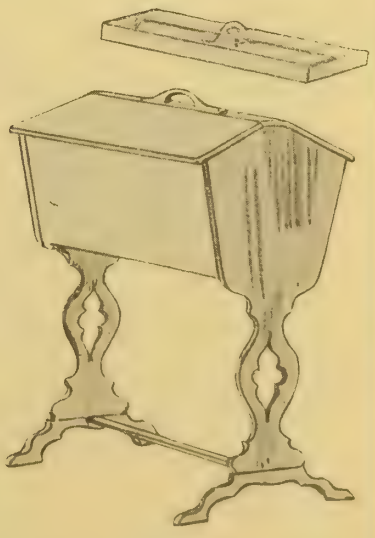


No. 207 Sewing Cabinet. Top 13 x 13
Solid Mahogany and walnut.

We have many other designs
in Gift Furniture not shown
on these pages.



No. 210 Book Rack. Top 9 x 21
Mahogany, walnut and oak finish.



No. 206 Sewing Cabinet. Top 11 x 12
Solid Mahogany and walnut.

THE HESPELER FURNITURE CO., LIMITED HESPELER, ONT.



No. 508



No. 152



No. 511



No. 512

No. 508 Shaped Tip Top Table, walnut, mahogany and decorated. Height 26 inches, top 20 x 16 inches.

No. 152 Curate, walnut, mahogany and oak.

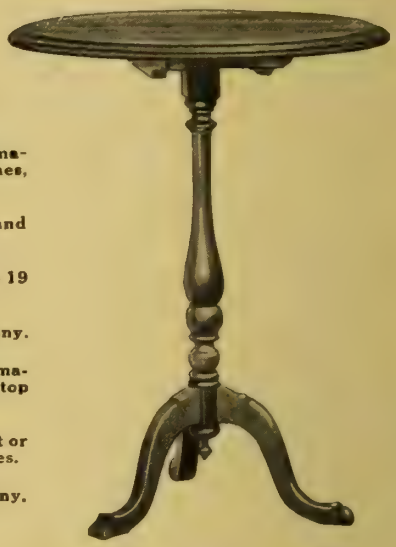
No. 511 Octagon Taborette, walnut, top 19 inches diam., height 26 inches.

No.512 Sewing Table,walnut and mahogany.

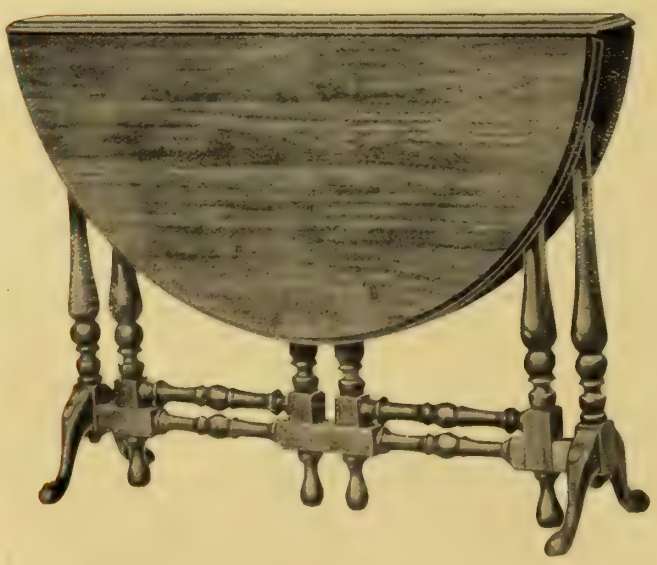
No. 507 Oval Tip Top Table, walnut, mahogany and decorated. Height 26 inches, top 20 x 16 inches.

No. 501 Gate Leg Table in either walnut or mahogany. Height 30 inches, top 42 inches.

No 240 Sewing Table, walnut or mahogany.



No. 507



No. 501



No. 240

THE ANDREW MALCOLM FURNITURE CO., LIMITED KINCARDINE, ONT.



No. 511½



No. 511½



No. 525

No. 511½ Round Taborette, walnut. Top 19 inches diam., height 26 inches.

No. 511½ Taborette, walnut or mahogany and decorated. Top 19 inches, height 26 inches.

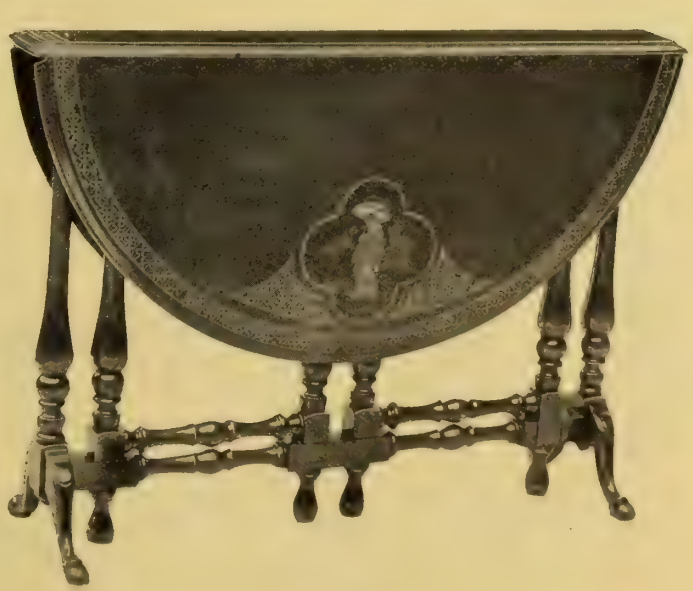
No. 525 Secretaire in mahogany, walnut and decorated. Height 81 inches, width 21 inches.

No. 520 Secretaire in mahogany, walnut and decorated. Height 72 inches, width 28 inches.

No. 501 Gate Leg Table, decorated walnut or mahogany. Top 42 inches, height 30 inches.



No. 520



No. 501

THE ANDREW MALCOLM FURNITURE CO., LIMITED KINCARDINE, ONT



No. 75 Smoker Stand
Walnut or Mahogany finish.



No. 560 Telephone Stand and Chair combined.
Oak any finish. (shown closed)



No. 76 Smoker Stand
Walnut or Mahogany finish.



No. 218 Smoker's Cabinet
Walnut or Mahogany finish.



No. 816 Sewing Cabinet
Walnut or Mahogany finish.



No. 219 Smoker's Cabinet
Walnut or Mahogany finish.
Humidor in drawer.

JOHN C. MUNDELL & CO., LIMITED - ELORA, ONT.



**No. 018 LIBRARY TABLE**
Top 16 x 48
Black Walnut or Mahogany



**No. 853A—CHAIR**
Exposed parts Solid Walnut, Comfy Cushion, High Grade Tapestry or Velour Coverings



**No. 829—WINDSOR CHAIR**
Walnut or Mahogany finish.
Rocker to match.

**Below**
**No. 020**
**GATE LEG TABLE**
31 x 31 inches
Black Walnut or Mahogany





**No. 017—LIBRARY TABLE**
22 x 48 inches. Black Walnut or Mahogany



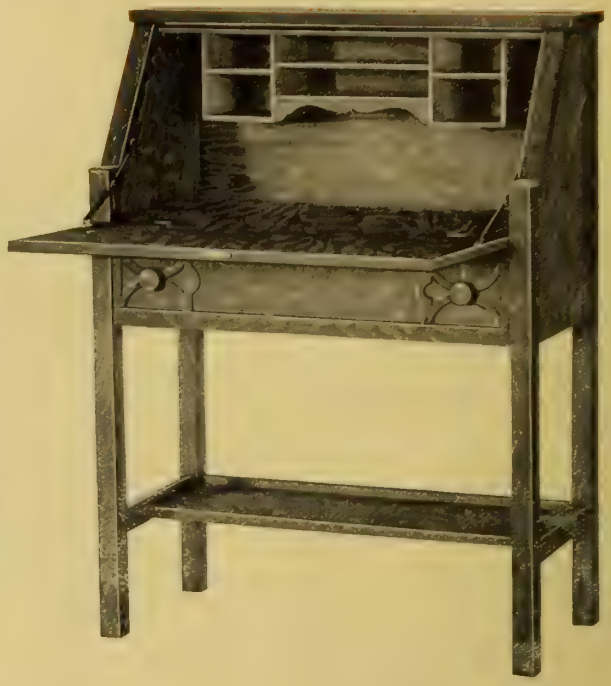
**No. 830—WINDSOR CHAIR**
Walnut or Mahogany finish.
Arm Chairs and Rockers to match.

THE NORTH AMERICAN FURNITURE CO., LIMITED, OWEN SOUND, CANADA



**No. 5000—COMBINATION SECTIONAL BOOKCASE**

Plain Oak. Fume, or Golden Gloss finish.



**No. 464—SECRETARY**

Quartered Oak lid and drawer. Fume, Golden and American Brown finishes, satin or velvet.

Height 43 inches. Width 32 inches.



**No. 486—LIBRARY TABLE**

Plain Oak. Fume, Golden and American Brown finishes, satin or velvet.

Top 40 x 26 inches



**No. 497—SMOKER'S STAND**

Oak. Fume, Golden or American Brown velvet finish.

**No. 497¼—SMOKER'S STAND**

Maple. Walnut or Mahogany velvet finish.

Top 9 x 9 inches.

THE KNECHTEL FURNITURE CO., LIMITED, HANOVER, ONT.




No. 58—Folding Kindergarten Set for Kiddies, table and chairs fold up neatly when not in use.
No. 87—Child's Desk, plain oak fumed finish, 34 in. high
No. 52—Folding Card Table in plain oak, fumed, height 27 in., top 30x30 in.
No. 76—Smokers Stand, mahogany or walnut finish, height 30 in., top 15x15 in.
No. 75—Smokers Stand, plain oak, fumed or golden finish, nickled trimmings, height 30 in., top 15x15 in.
No. 95—Smokers Stand, plain oak, fumed, height 30 in., top 12x12 in.
No. 205—Library Table, quartered oak, top 26x44 in.
No. 86—Tea Wagon in fumed oak, mahogany or walnut, tray 16x24 in.
No. 82—Tea Wagon in oak, finished either fumed, mahogany or walnut. Drawer for cutlery. Height 29 in., tray 16x24 in.
No. 135—Blackboard 18x24 in., hardwood frame, will not chip or crack; chalk tray.
No. 90—Child's Desk with drawer and pigeon holes, height 34 in.
No. 229—Smokers Stand, in plain oak or birch, 26 in.
No. 114—Folding Draft Screen, green, brown or blue burlap, beautiful tapestry panel.
No. 79—Chair to match No 87 or No. 90 Child's Desk.
No. 106—Folding Draft Screen, distinctive design, plain oak frame, middle panel, 68 in. high.

STRATFORD MANUFACTURING CO., LIMITED, STRATFORD, ONT.



NO. 232



NO. 221



NO. 1362

The pieces shown on this page are made in Birch with Dull Walnut Finish.

*The*
NORTH AMERICAN BENT CHAIR COMPANY
LIMITED

OWEN SOUND ONT.



NO. 299A



NO. 289A



NO. 230



No. 858A Chair

An example of fine joinery and beauty of design produced in our shops, that will please many of your most exacting customers.

Made in solid American Black Walnut with selected burl panels.

## The Owen Sound Chair Co. Ltd.

**Owen Sound - Ont.**

# NON-TIP FOLDING CHAIRS

## *Simple—Strong—Safe*



No. 16

Made from selected hardwood.

Strong steel stampings firmly riveted to frame.

Varnished Natural Color.

Fold Flat and can be piled closely.

Thousands used in Theatres, Halls, Schools, and for renting purposes.

Guaranteed to stand hard usage.

We also make Folding Canvas Cots, Camp, Card and Sewing Tables, Invalids' Bedside Tables.

Ask for catalogue No. 49.



No. 70

***Manufactured by OTTERVILLE MANUFACTURING COMPANY, LIMITED***
***OTTERVILLE — ONTARIO***



2238 Chesterfield—Reversible Cushions

**"COOMBE"**

**Guaranteed Upholstered Furniture**

Is made to please the most exquisite taste, by expert workmen and of selected materials.
To appreciate our line a trial order will convince you of its superior qualities.

Catalogue and price list mailed upon request.

*The* F. E. COOMBE FURNITURE CO. *Limited*

Kincardine . . . . . Ontario

## The Washing Machine "De Luxe" At a Popular Price

"COLONIAL MAID" WASHES BETTER

**Blue Bird**

ELECTRIC CLOTHES WASHER

## The Washing Machine with the Largest Dealer Profit

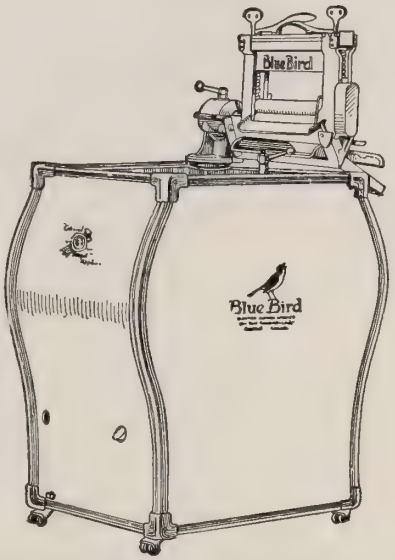
*Fully Guaranteed—Minimum Service*

Perfect construction and beautiful appearance.

"Bluebird" dominates the washing machine field, by reason of its proved efficiency.

Bluebird dealers with the exclusive territory privileges we give, dominate their particular market.

Manufactured from start to finish at Brantford, Ont. by,




The ideal machine for the furniture dealer.

An artistic piece of kitchen or laundry furniture.

Not a single part of the machinery is visible.

Ask us if your territory is still open, and we will send you full details of our sales plans, advertising co-operation, resale work and time-payment financing—Write now.

**BLUEBIRD CORPORATION LIMITED** BRANTFORD Ontario

**RUDDY'S**

*Luxury*

**BED SPRING**

# Make Sales With This Demonstration

When you show a customer the features of a Luxury Bed Spring the sale is practically made. Let your customer jump on the spring: it proves its strong construction. Show him the extra number of coils and the extra spirals in each coil. He will be quick to see that these Luxury features mean unusual comfort. Show him the stiff end springs that prevent swaying or sagging.

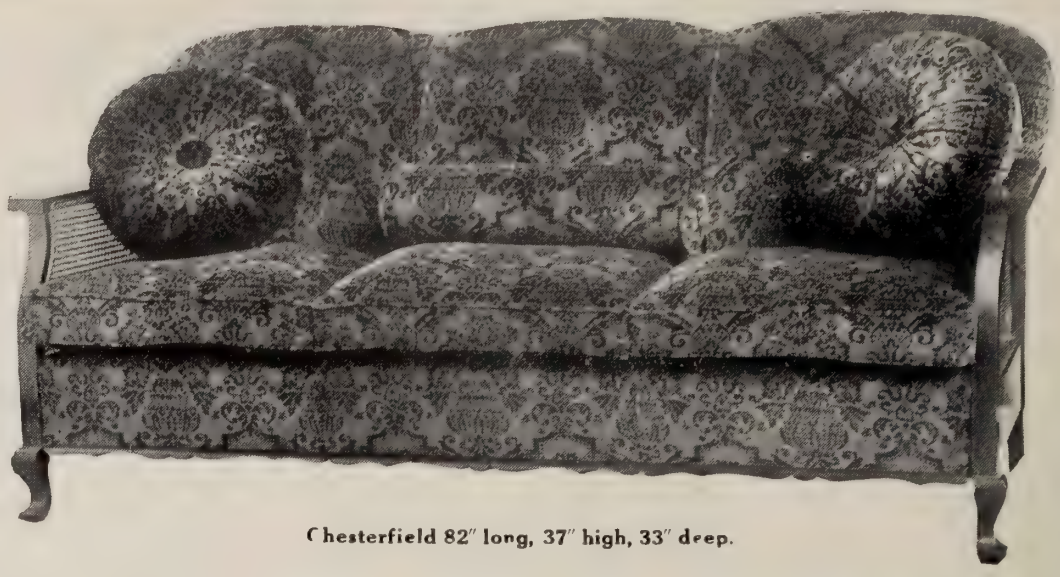
Because of these talking points many dealers tell us the Luxury is the best selling spring they handle.

Write us for full information on Luxury or any other type of bed spring. We manufacture all styles for every requirement.

**RUDDY MANUFACTURING CO. LIMITED**

**BRANTFORD : : CANADA**

*We are the Canadian manufacturers for the celebrated Seller's Kitchen Cabinet.*



Chesterfield 82" long, 37" high, 33" deep.

**Every quality that goes to make a Chesterfield popular and saleable has been incorporated in these models—beauty of design, high grade materials and careful workmanship. These pieces are always good sellers and a safe buy for any dealer.**

***Write for Particulars***

**SPECIALTY UPHOLSTERING CO, Ltd., WATERLOO, ONT.**

## —Business Builders—

# ARISTOCRAT *and* WELLWORTH MATTRESSES *are* GUARANTEED

The quality of these mattresses ensures perfect satisfaction and a steady customer with every sale made. They contain 100 per cent pure Java Kapok and are all attractively covered. They are light, durable and sanitary. We also make other grades that meet every requirement. Write for prices and particulars on your requirements.

**THE STANDARD BEDDING COMPANY**

**27-29 DAVIES AVENUE - TORONTO, ONTARIO**

# *Reliability—*

One of the most essential things from the dealer's standpoint, is the RELIABILITY of the manufacturer from whom he buys.

Of necessity much of what he sells has to be taken on trust and the fact that he can place RELIANCE in the Manufacturer whose goods he sells, helps him in his relations with his customers.

A Mattress is one of the easiest of all things to misrepresent, as very few people look beyond the attractive cover.

We use nothing but new material, no shoddy or second-hand pulled stock. Our Mattresses are always exactly as we represent them, and our printed guarantee is attached to every one.

It pays to deal with people of proven RELIABILITY.

## The National Mattress, Felt & Batting Company

340-342 Gerrard Street East : : TORONTO

*Finest Mattress on the Market*

## LAMBS' WOOL MATTRESS

There is no finer mattress on the market than this Lambs' Wool Mattress, filled with carefully sorted lambs' wool, scientifically washed and cleansed to ensure absolute sanitation. This soft, light mattress is proving a wonderful seller and is offered as a strictly Made-in-Canada product. Write for prices on this and other popular lines.

Royal Box Springs, Kapok, Lambs' Wool and Cotton Felt Mattresses, Down Comforters, Down and Feather Pillows, Etc.

## The Canadian Feather & Mattress Company

LIMITED

TORONTO and OTTAWA

# Rishel Sanitary "Ventibestos" Table Mats

**Orders Filled Promptly by Express or Freight**

The ONLY Mat with a centre of CORRUGATED ASBESTOS.

Our mats are five ply consisting of one heavy sheet of corrugated asbestos between two heavy shets of wool felt. These are firmly quilted together and enclosed in a removable flannel cover. The cover consists of white cotton flannel on one side and green Kearsage Plush on the other. There is no possibility of marring the table top when our Ventibestos mats are used.

Round or square are the same price. Unless specified will always ship round mats.

Orignated and sold only by us. This Solid Fumed Oak Display Rack absolutely free to our dealers. Write us for particulars.



100 per cent Efficient
The Silent Salesman

Special attention given to Canadian orders.

## J. K. RISHEL FURNITURE CO.

WILLIAMSPORT, PA.

**Dining and Bed Room Suites**

"We make all our own Chairs and Dining Tables."

# Look for Your Guarantee



PUBLISHING HOUSE of HUGH C. MACLEAN

**For it's your protection against uninteresting reading.**

***Enquiries welcomed***

## Hugh C. MacLean Publications

LIMITED

345 Adelaide Street West, Toronto

# Mr. Storeman

why run all over the world buying a piece here and there when

# GENDRON

has the complete line all under one roof.

*Save expense and add to dividend*

If your business is of any account we want your trade

BUY CANADIAN MADE GOODS




**Everything in**

**Doll Cabs—Baby Carriages—Carriers—Coaster Wagons—Velocipedes Invalid Chairs—Bathroom Fittings**

*ONE BIG FACTORY*

## The GENDRON MFG. CO.

Limited

TORONTO :-: CANADA

## *Gifts Ancient and Gifts Modern*

Down through the ages has come the universal custom of giving gifts —objects of art for the home. Ancient people showed their reverence and respect for monarchs, by bringing gifts to lay at their feet.

Today, in all ranks of life, gifts are regarded as a happy means of showing appreciation and respect for one's friends, family and fellow men.

**The Gift Department of the Furniture House is now a factor in the month's sales.**

**We are Canadian Representatives for a number of Manufacturers of Gifts.**

**Framed Pictures, Mirrors, Lamps, Brass Goods, Candles and Candlesticks, and Pottery.**

# J. H. WALKER LIMITED

**524 Foy Building - - 32 Front Street West**

**TORONTO, CANADA**



No. 42271—"Floral Design."
Frame is 1" wide, finished in gilt, with ornamental corners and toned in greenish antique. Fitted with tinted ornamental top. Flowers are natural colors. Glass size 13½" x 18". Two subjects in this line, viz.:—"Asters" (as illustrated) and "Cowslips," both equally attractive.

# Floral Pictures Are Now Popular

Something new and pleasing is always in demand.

We have it. Our line of pictures for fall business is resplendent with beautiful new designs at prices that will please.

An assortment of our pictures, properly displayed, will bring results that will surprise you.

Send in your order now for immediate attention.

MOULDINGS · PICTURES · MIRRORS · FRAMES

## PHILLIPS MANUFACTURING CO., LTD.

**TORONTO** MEMBER OF A B FOR PROMOTION OF ART IN THE HOME **CANADA**

*"Beautify With Pictures"*

# Quick Action Section

The rates for this department are $2.80 per inch per insertion with 25% discount for four or more insertions. Advertisements requesting employment or employees will be inserted at one cent per word. Confidential box numbers available.

**WANTED**—Furniture and undertaking business in good town; must be over 50 funerals per year. Box 231, Furniture World, Toronto. 8-9

FOR SALE—One steel tire and one rubber tire Hearse, good appearance and good condition. Apply to M. E. Tangney, Undertaker, Lindsay, Ont.

A licensed embalmer of first class experience would like to connect with a good firm where a reliable man is appreciated. Box 232 Furniture World, Toronto, Ont.

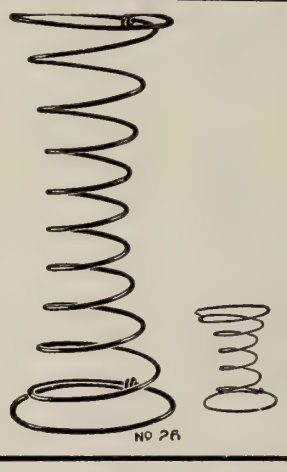
FOR SALE—A Cunningham Casket Wagon, nothing nicer made, $100.00. A snap for anyone who has use for it.
J. A. RUSSNELL,
Niagara Falls, Ont.

WANTED—A line of dining room, bed-room furniture. Also several general lines by traveller with good connection in Manitoba and Saskatchewan. Strictly confidential. Box 233, Furniture World, Toronto, Ont.

"Lack of forethought is at the bottom of most of our troubles now. We still have 'soft job' men on Canada's business payroll and they get away with it until spurred into activity, but who wants a horse that has to be spurred all the time?

The time has come when we have to work hard and long at the work best suited to us and at which we can put in our hardest licks but some of us don't realize it." W. R. Kell, editor of the "Commercial & Retail Merchant's Review" of Winnipeg.

A. S. Blakely, well-known in retail furniture circles, has purchased the interest of A. A. Farrar and is now operating a well-stocked retail furniture store at Tweed, Ont. Mr. Blakely reports that business is good.


**UPHOLSTERY SPRINGS**

Highest quality Upholstery Springs, made from the finest grade High Carbon Steel Wire, oil tempered after the coiling operation, thus insuring uniform strength and "No Set." Remember, the quality of your High-Grade Upholstering depends entirely on the quality of the springs you are using.

**HELICAL SPRINGS**

for spring bed and mattress fabrics. Get the habit; buy Canadian Springs.

**James Steele, Limited**
Guelph Canada

MATHEWS' GOODS EVERYWHERE NOW Have you Noticed It?

Matthews' Mouldings
Matthews' Backing
Matthews' Mirrors
Matthews, Frame
Matthews' Pictures
Matthews' Trays

MATTHEWS BROS., LIMITED
*The big Canadian Moulding House*
1906 Dundas Street West Toronto, Canada



Our special Gross Lot offer will interest you

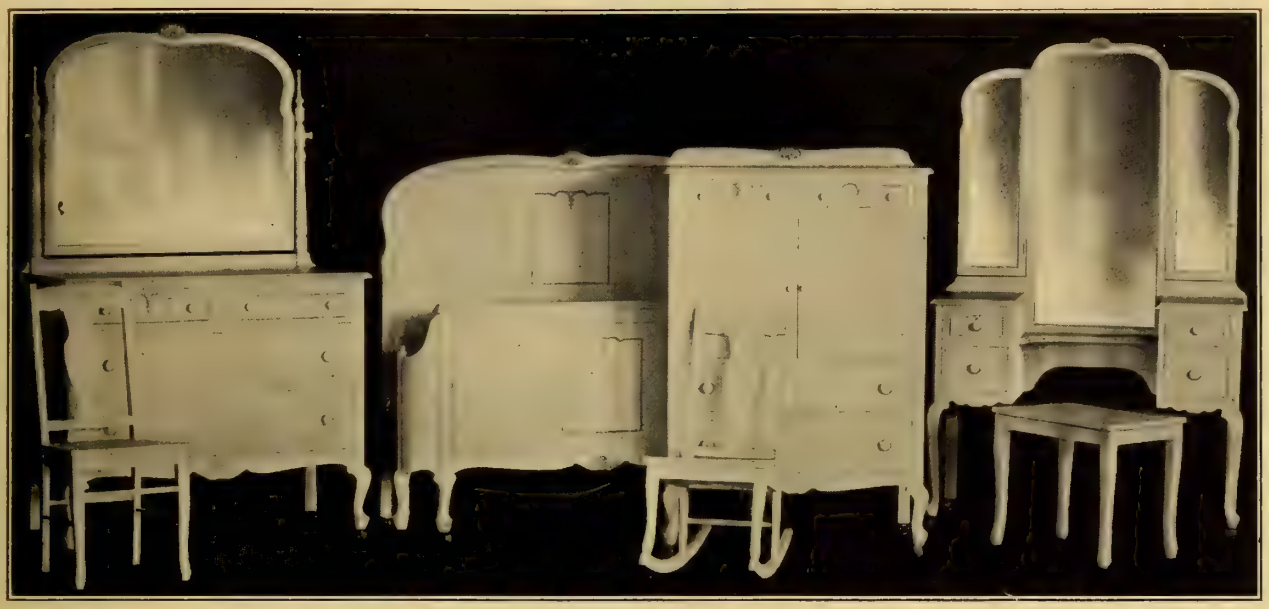
PEERLESS FOLDING TABLE

**Quality—Convenience—Price**

With three such attractions it is no surprise that Peerless Folding Tables are creating numerous sales wherever shown.

A card will bring you full particulars on this nationally known line. Write today.

**Hourd & Co., Limited** Sole Licensees and Manufacturers DEPT. W LONDON



No. 485E—BEDROOM SUITE (Queen Anne)
Birch, White or Ivory enamel Finish. Plain British Plate Mirrors

# Attractive Bedroom Furniture

Our bedroom furniture continues to be the most popular with dealers everywhere. This is proved by the unusual demand for all lines which we are experiencing.

The Queen Anne Suite shown is a particularly good seller because of of its attractive design and undoubted quality.

## THE KNECHTEL FURNITURE CO.
LIMITED
HANOVER ONTARIO

# Leggett & Platt Springs Attract Trade

In every territory the Leggett & Platt dealer is known as the leader in spring sales.

The Leggett & Platt line is so well and favorably known to the public that it is a drawing card for you. It will attract business in other lines to you.

Its exclusive features are protected by basic patents and cannot be had in any other spring.

If you want to do a bigger business, write us to-day for the complete story.

**Leggett & Platt Spring Bed Company, Limited**
**WINDSOR, ONTARIO**

# FURNITURE WORLD



## *Christmas Suggestions*

**Hugh C. MacLean Publications**
Limited

Toronto, October, 1922 Vol. XII—No. 10

# Give Pictures!

## *The Gift of Gifts is a Picture*

## Give Pictures for—

Christmas Presents
Wedding Gifts
Graduation

Anniversaries
Mother's Day
Birthdays

**—and all other gift-giving occasions—**

THE PICTURE represents not only the good taste and culture of the donor, but also the esteem and the regard in which he holds the recipient. ¶ The picture as a gift lives forever—as a beautiful decoration for the home, as well as a constant reminder of the giver. ¶ The picture as a present offers an opportunity for expression of love, of appreciation and of sentiment that does not obtain in any other form of gift. ¶ In giving a picture as a present the selection offers such variety that the possibility of duplication is remote. One never has too many ***good*** pictures. ¶ There are pictures admirably adapted for use in the living room, in the reception hall, in the bedroom, in the dining room, in the nursery, in the office, in the school room, in the public building. ¶ Pictures are an index to the character, not only of the individual but of the home. They are a bond of sympathy between you and those whom you favor. Pictures are ideal as gifts at all times, for every occasion. ¶ As a gift to yourself or as a gift to another—think of pictures. ¶ In our broad selection, you will find artistic productions, beautifully framed for every purpose. You are cordially invited to visit our galleries.

We will furnish FREE to dealers, on request, the matter printed in this advertisement, in attractive folder form (without imprint) for local distribution. Write for a supply if interested.

## *PHILLIPS MANUFACTURING CO., LTD.*

*TORONTO* *CANADA*

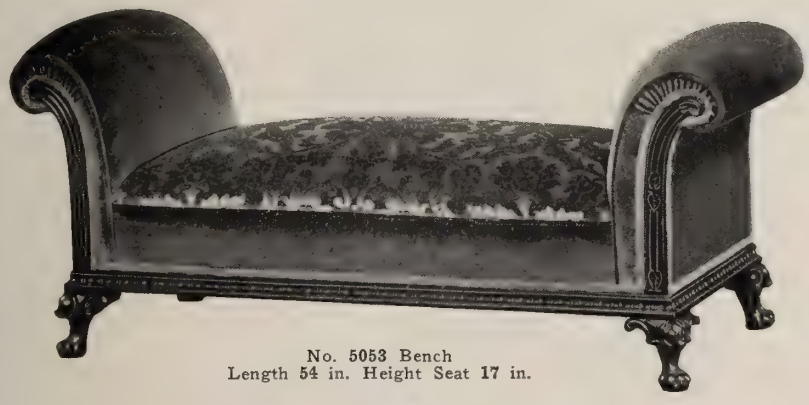
# UPHOLSTERY

of

## *Stability, Saleability and Beauty*



No. 5053 Chesterfield
Length 86 in. Depth 32 in. Height 33 in.



No. 5053 Bench
Length 54 in. Height Seat 17 in.

One of our new fascinating and artistic suites that appeals strongly to the most particular buyer. Covered in finest fabrics and filled with hair and moss.

**Write us today**



No. 5053A
Width 40 in. Depth 32 in.
Height 33 in.



No. 5053W
Width 38 in. Depth 30 in.
Height 42 in.

**Woeller, Bolduc & Company** **Waterloo - Ont.**

# SOMETHING NEW

## A Combined Baby Carriage and Stroller



Here is the type of Baby Carriage which consumers have long sought.

It is a graceful, light and comfortable Baby Carriage which can be used as a Stroller.

It is just as satisfactory for one as it is for the other.

It will save the consumer the expense of buying two baby conveyances.

It will be the most popular Baby Carriage in Canada next season.

It is especially adapted to the consumer who lives in a small flat because it is small and will occupy very little space. It will also be very handy for the person who lives up-stairs because it is light and can easily be hauled up-stairs.

Ask our salesman to be sure and show you this new combination Baby Carriage and Stroller.

## HEYWOOD-WAKEFIELD COMPANY OF CANADA LTD.

*Successsors to the Lloyd Manufacturing Company*

**Manufacturers of Lloyd Loom Products**

**ORILLIA** **ONTARIO**

# Prospects are Good

**for Furniture Dealers this Season**

A well selected stock of gift furniture will increase your sales and profits, and please your customers.

**Our goods are made to please**



No. 85 Screen Oak Fin. Fumed

# Order Early

Our catalog No. 49 can assist you. It shows our full line. A postcard insures it being sent to you, with price list.

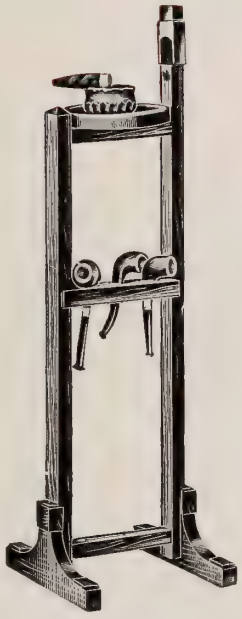
**Equiries given prompt attention**



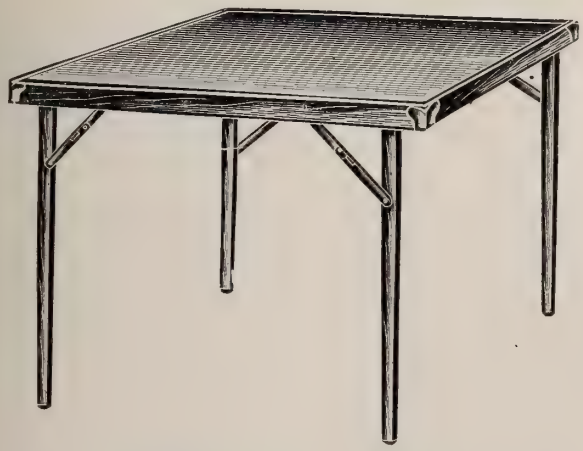
No. S15 Smoker
Oak Finished Fumed



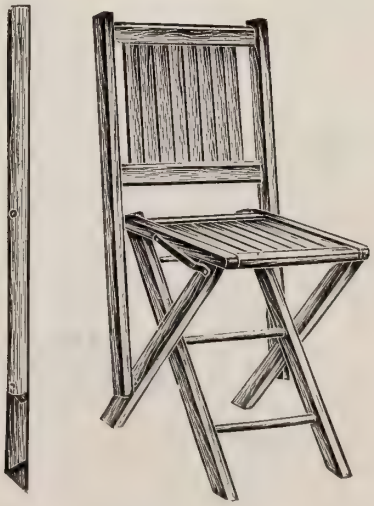
No. 20 Folding Book Stand
Fin. Golden



No. S16 Smoker
Oak Finished Fumed



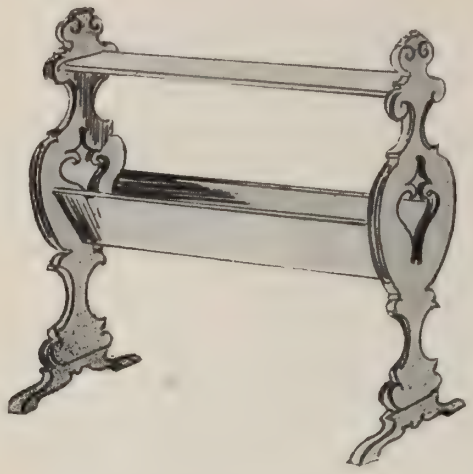
No. 22 Card Table—Top 30" x 30"
Finished Fumed Oak and Mahogany



No. 16 Non Tip Chair
Finished Natural

## OTTERVILLE MANUFACTURING CO., Ltd.

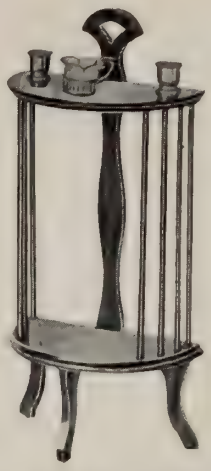
**OTTERVILLE :-: ONTARIO**



No. 212 Book Rack. Top 12 x 24
Mahogany, walnut and oak finish.



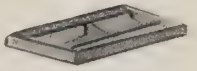
No. 7 Smoker. Top 9 x 12
Finished in oak, mahogany or walnut.

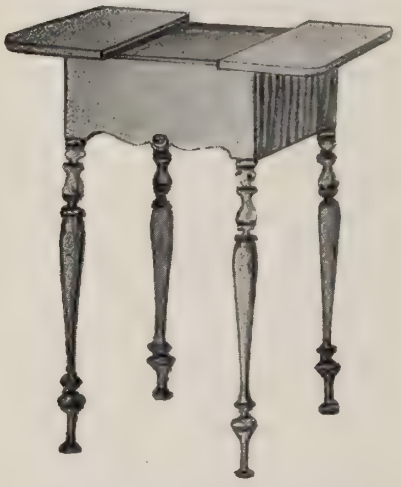


No. 2 Smoker. Top 8 x 14
Finished in oak, mahogany or walnut.



No. 218 Smoker. Top 8 x 9.
Finished in oak, mahogany or walnut.

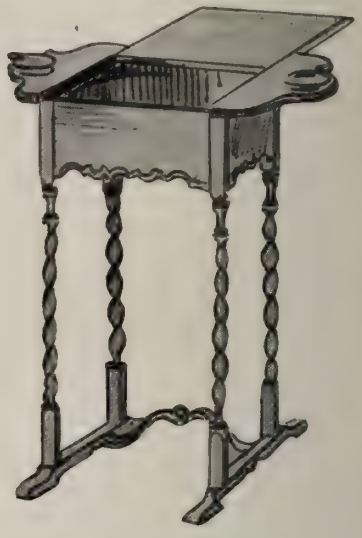




No. 208 Smoker. Top 11x13 closed, 11x20 open
Finished in oak, mahogany or walnut.



No. 224 Smoker. Top 11 x 15
Finished in oak, mahogany or walnut.



No. 223 Smoker. Top 13 x 18
Finished in oak, mahogany or walnut.



No. 20 Telephone Stand. Top 14 x 18
Mahogany, walnut and oak finish.



No. 1 Smoker. Top 9 x 9
Finished in oak, mahogany or walnut.



No. 30 Pedestal. Top 11x11, height 34.
Finished in oak, mahogany or walnut.



No. 12 Smoker. Top 13x14
Finished in oak, mahogany or walnut.

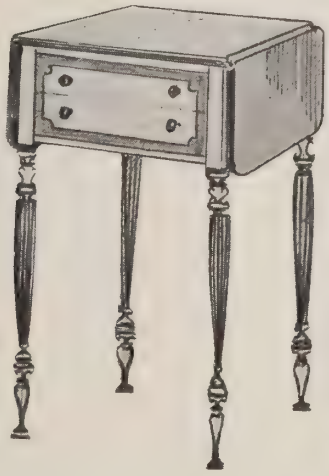
**The Hespeler Furniture Co., Limited - Hespeler, Ont.**



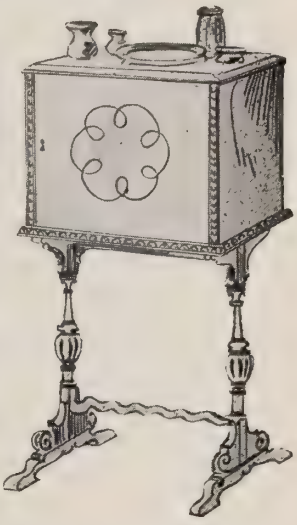
No. 211 Book Rack. Top 12 x 21
Mahogany, walnut or oak finish.



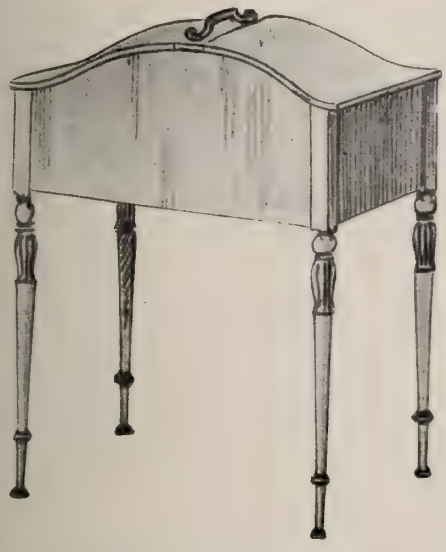
No. 40 Tabouret.
Top 11 x 11
Finished in oak,
mahogany or walnut



No. 200 Sewing Cabinet. Top 18 x 18
Solid Mahogany, walnut or oak.



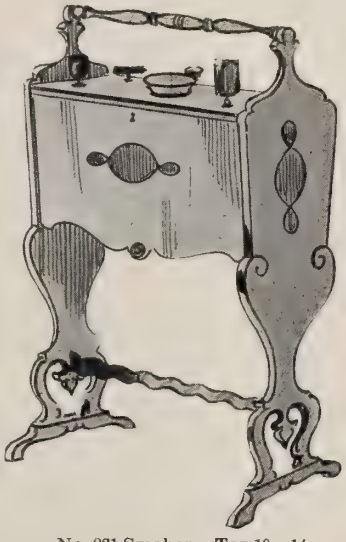
No. 219 Smoker. Top 13 x 15
Finished in oak, mahogany
or walnut.



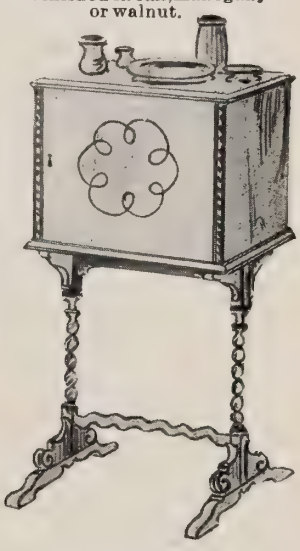
No. 204 Sewing Cabinet. Top 10 x 15
Solid Mahogany and walnut.



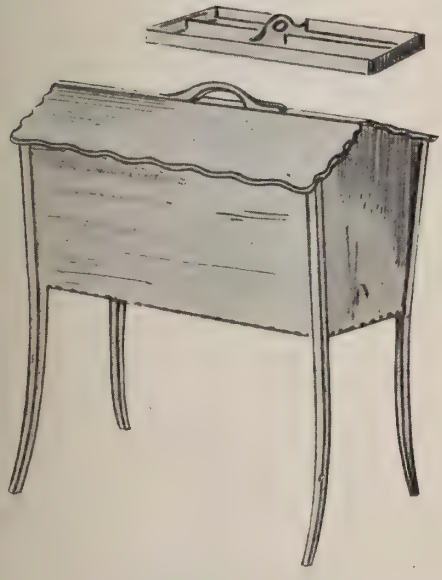
No. 3 Smoker.
Top 10 x 12
Finished in oak,
mahogany or walnut.



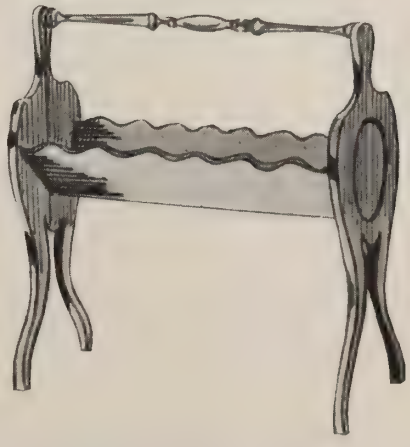
No. 221 Smoker. Top 10 x 14
Finished in oak, mahogany or walnut.



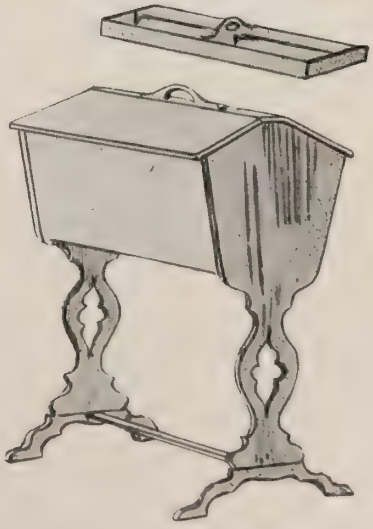
No. 220 Smoker. Top 13 x 15
Finished in oak, mahogany
or walnut.



No. 207 Sewing Cabinet. Top 13 x 13
Solid Mahogany and walnut.



No. 210 Book Rack. Top 9 x 21
Mahogany walnut and oak finish.



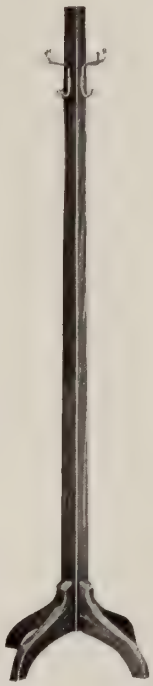
No. 206 Sewing Cabinet. Top 11 x 12
Solid Mahogany and walnut.

**The Hespeler Furniture Co., Limited - Hespeler, Ont.**



**No. 171**
**Smoker Stand**

Top 13 x 13 inches Height 28 inches, Plain Oak, Golden or Fumed finish.



**No. 740**
**Costumer**

White Enamel 72 inches high and 20 inches wide at base. Also made in Walnut, Mahogany and Ivory finishes.

# An Attractive Line of Novelty Furniture That Will Prove Irresistible to the Xmas Shopper

*WRITE FOR OUR CATALOGUE TO-DAY*



**No. 140**
**Pedestal**

Top 13 x 13 inches. Height 12 inches, Finish, Meaford Walnut or Mahogany.



**No. 428 Desk**

Height 41 inches, Width 32 inches, Depth 16 inches. Plain Oak, Fumed or Old English.



**No. 143**
**Jardinere Stand**

Top 12 x 12 inches. Height 19 inches. Finish, Meaford Walnut or Mahogany.

*Investigate our complete line of Dining and Bedroom Suites*

## The Meaford Manufacturing Co., Limited

**Meaford — Ontario**

Because of its careful manufacture, good material and reasonable price Meaford Furniture has always enjoyed large sales throughout the year. These qualities, when combined in small pieces such as those shown, offer an unrivalled opportunity for big business this Christmas. Gifts this year will be of a more practical nature than ever before; customers will be more critical and demand greater value for their money. With this in mind the wise dealer will take no chances with untried lines but will choose from among the many numbers of proven saleability offered by the Meaford Company.



**No. 405**
**Medicine Cabinet**

White Enamel only. Size 22 x 16 x 5½ inches deep. Also supplied with Mirror 12 x 18 inches in door. Lock and key.

The Meaford Line



**No. 449 Desk**

Height 35 inches, Width 32 inches, Depth 19 inches. Finish, Meaford Walnut or Mahogany White Enamel or Ivory.



**No. 141**
**Pedestal**

Top 13 x 13 inches, Height 36 inches. Finish, Meaford Walnut or Mahogany.



**No. 142**
**Jardinere Stand**

Top 13 x 13 inches, Height 19 inches. Finish, Meaford Walnut or Mahogany.

*Full Information will be gladly sent on request. Write us NOW*

# The Meaford Manufacturing Co., Limited

**Meaford — Ontario**

# To Make Your Christmas Season the Best Ever



No. 511½

511½ Round Taborette, walnut, Top 19 in., height 26 inches.

512 Sewing table, walnut and mahogany.

520 Secretaire in mahogany, walnut decorated. Height 72 inches, width 28 inches.



No. 512

MEMBER HOME FURNISHINGS BUREAU, INC. 1921. BETTER FURNISHED HOMES MEAN GREATER HAPPINESS. TRADE MARK REGISTERED.



No. 520

THE Andrew Malcolm line of Christmas Gift Furniture for the coming season is the greatest we have ever been able to offer the trade. The range is comprehensive, the quality first-class, and the prices the best in many seasons.

## The Andrew Malcolm

## Kincardine

# A Wide Range Makes Selection Easy



No. 511

511 Octagon Taborette, Walnut top 19 inches diam., height 26 in.

240 Sewing table, walnut or mahogany.

525 Secretaire in mahogany, walnut and decorated. Height 81 inches, width 21 inches



No. 240

THE early bird catches the worm.". Put your order in early and get the goods on your floor before your competitor and you will be in a fair way of getting the plums of the Christmas trade. With a selection from the Andrew Malcolm line, part of which is illustrated here, you cannot go wrong. Get full details now.



No. 525

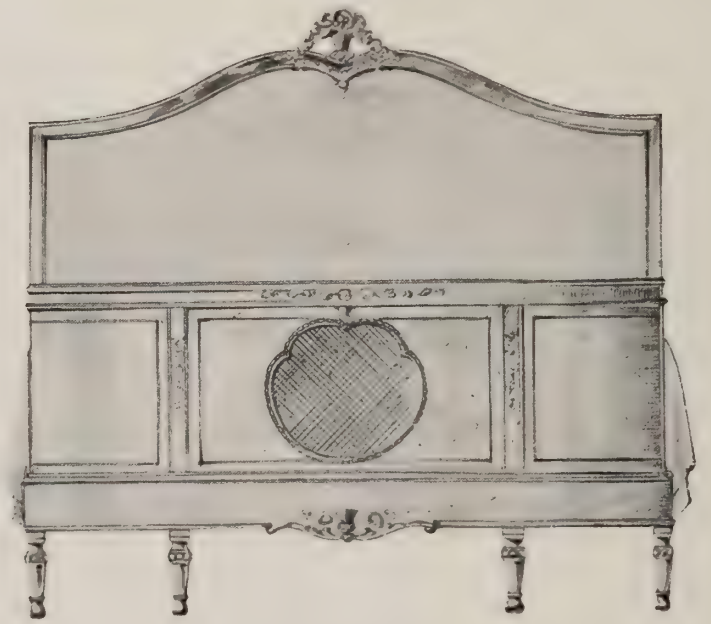
# Furniture Co., Ltd.

## Listowel

In the homes of critical people, be they rich or poor, wherever there is appreciation of beauty and charm in furniture, there will you find Malcolm & Hill creations.

These home-lovers—the most desirable class of buyers—are they patrons of your store? They will be if you carry our line.

MEMBER HOME FURNISHINGS BUREAU, INC. 1921
BETTER FURNISHED HOMES MEAN GREATER HAPPINESS
TRADE MARK REGISTERED



No. 530 Bed

# MALCOLM & HILL, LTD.

Kitchener, Ontario




# The Finest Imported Materials

## *For all upholstering purposes*

# VELOURS - MOHAIRS - PLUSHES
# TAPESTRIES - SILKS
# DAMASKS

Prices, samples and full information concerning any of our lines will be gladly forwarded upon request. We are Canadian representatives for TISSAGE DE VELOURS, ACHEL, BELGIUM and LA FRANCE TEXTILE COMPANY.

***Get in touch with us***

## G. NOEL & COMPANY

## 30 St. John St., Montreal, Que.

# Feature Gifts This

Gifts for the home will be in greater favor than ever this Christmas and the dealer who takes advantage of this popular trend and meets the demand with Knechtel gift pieces will draw to his store new business that will remain the year round. Knechtel designers are always alive to the latest developments in furniture creations and the store offering its customers this line always keeps a little ahead of its competitors.



No. 496 SMOKER
Oak, Fume, Golden or American Brown velvet finish



No. 591 CHAIR
Breakfast, Secretary or Hall Chair. Hardwood, Walnut or Mahogany. velvet finish



No. 511 CENTRE TABLE
Red Gum, Walnut or Mahogany, satin finish. Top 26 x 26 inches

**ORDER EARLY**

**AVOID THE RUSH**

## THE KNECHTEL FURNITURE CO.
LIMITED
HANOVER ONTARIO

# for the Home Xmas

Exquisitely beautiful in materials and design, unexcelled in workmanship and durable and substantial construction, Knechtel furniture has a deserved reputation for leadership among the best class of merchants.

For many years discriminating buyers have endorsed their faithful reproduction of the best in furniture design of all times and their added touches of charm and beauty—which are exclusively Knechtel.

*Investigation and a trial order will prove it*

**WRITE FOR CATALOG**



No. 495 LIBRARY TABLE
Red Gum, Walnut or Mahogany finish, satin or velvet. Top 44 x 24"

**GET OUR PRICES**



No. 638
SMOKERS STAND
Oak, Fume, Golden or American Brown velvet finish. Top 8" round. Height 25½" (Glass ash tray extra)

Because of the congestion which always takes place just before Christmas, we strongly advise that orders be placed as soon as possible so that disappointment through late delivery may be avoided.



No. 88 TABOURETTE
Quartered Oak, Fume or Golden finish. Top 12 x 12 inches. Height 19 inches.

## THE KNECHTEL FURNITURE CO.
LIMITED
HANOVER ONTARIO



# CONTRASTS!

There is a way to help your trade preserve general good humour, rather than discord, by keeping linoleum and its many advantages before them. The day when hard, back-breaking labor in laying heavy rugs and carpets was essential, is past. Modern homes are either supplied already with genuine linoleum floors, or the owners thereof are excellent prospects.

## DOMINION LINOLEUM and LINOLEUM RUGS

*"For Every Customer"*

That ought to be your objective, Mr. Merchant. And we are learning, from week to week, that many are planning along these lines. With a little planning on your part you can easily

## DOUBLE YOUR SALES

***Send for window-trimming material; it's free, and we deliver it right to your door, with instructions for use.***

**Your Jobber will gladly supply you.**

DOMINION OILCLOTH & LINOLEUM CO. LIMITED · MONTREAL · MADE IN CANADA

## Dominion Oilcloth & Linoleum Co.

LIMITED

MONTREAL



560 Telephone Stand and Chair combined. Oak any finish. (shown closed)



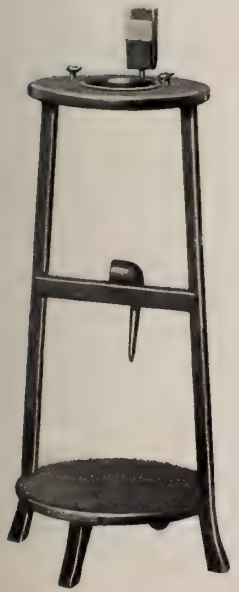
No. 219 Smoker's Cabinet, Walnut or Mahogany finish. Humidor in drawer. Nickel Trimmings.

# CHRISTMAS TRADE



No. 218 Smoker's Cabinet, Walnut or Mahogany finish. Nickel Trimmings.

## *New and Novel Features that Awaken the Desire to Buy*



215 Smoker's Stand Walnut or Mahogany finish. Nickel Trimmings.

In the leading stores throughout the country Mundell productions are recognized as leaders in their line. This Christmas season will prove it. For with the many new and novel features added to the rare quality and outstanding values they are going to create unprecedented business for the dealer.

Get your order in early so as to be ready when the buying begins.



216 Smoker's Stand Walnut or Mahogany finish. Nickel Trimmings.

## JOHN C. MUNDELL & CO., LTD.

ELORA, ONT.

***What Better Christmas Gifts than these?***



No. 232

**REED FURNITURE,**

**LIVING-ROOM CHAIRS,**

**BED-ROOM CHAIRS,**

**DINING-ROOM SUITES AND CHAIRS, ETC.**

Because this furniture is practical, artistic, well made, medium priced—it is always in big demand during the Christmas season. The wise merchant will put in a well balanced stock NOW and be ready when the first buyers arrive.



No. 1362

If you are not yet acquainted with this line, get in touch with us and we will gladly forward prices and full particulars.

**DO IT NOW**

The pieces shown on this page are made in Birch with Dull Walnut Finish.



No. 289A

# The North American Bent Chair Co., Limited

**Owen Sound, Ontario**

STRATFORD FURNITURE

# The Ideal Gift for the Home



KROEHLER DAVEN-O

## Feature It This Christmas

The Kroehler Daven-O, because of its beauty and utility, is a wonderful trade-builder around Christmas time. It often serves as a gift to the whole family and in these days of small and compact homes and apartments there is nothing more welcome.

These magazines are carrying advertising for the Kroehler Daven-O.

Saturday Evening Post
Delineator
American Magazine
Ladies' Home Journal
House and Garden
House Beautiful
MacLean's Magazine
Toronto Saturday Night

Cash in on the Christmas advertising of Kroehler Daven-O's which creates a ready market for the progressive dealer who displays them prominently. The Daven-O's come in many different styles—each one an ideal of perfect craftsmanship. Write for prices today.

**THE KROEHLER MFG. CO., LIMITED**

*(Operating Kindel Bed Co., Limited)*

**STRATFORD - - - ONTARIO**

STRATFORD FURNITURE



No. 680

# A Suite of Outstanding Merit

Our suites, of which this is an example, conform to the current vogue in furniture, and they are priced to make them outstanding values.

Stratford Chair Furniture is always built to last and keep its appearance, and is therefore a sure producer of satisfied customers.



No. 680



No. 630

## The Stratford Chair Company

Stratford - Ontario

STRATFORD FURNITURE

# Sells Itself When on —— Display

The coming Christmas season presents an exceptional opportunity for increased sales to the dealer who takes advantage of the beauty and value of these suites and displays them prominently—for gifts this year will be more practical than ever before. Post yourself on this suite.



No. 680

MEMBER HOME FURNISHINGS BUREAU, INC. 1921 BETTER FURNISHED HOMES MEAN GREATER HAPPINESS



No. 680



No. 680

## The Stratford Chair Company

Stratford - Ontario

STRATFORD FURNITURE

CHRISTMAS GIFT FURNITURE



No. 6400—Jardiniere Stand, Mahogany and Walnut



No. 6406—Jardiniere Stand, Qtd. Oak and Walnut





No. 7668—Console Table and No. 7667 Mirror, Walnut

The McLAGAN FURNITURE

STRATFORD

STRATFORD FURNITURE

# Bank on McLagan to put Pep into your Xmas Selling Campaign

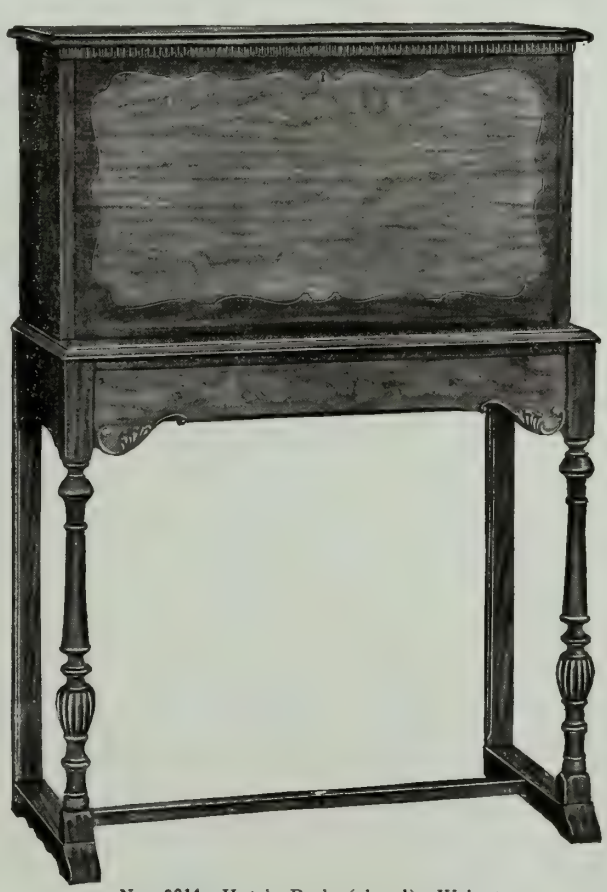
MCLAGAN Gift Furniture is unique in its wide range, charming designs and thorough workmanship—just what you will need to put pep into your Christmas trade.

If you have not yet handled the McLagan line, a glance at the few samples shown here will give an idea of its worth. No doubt you can call to mind many of your customers who have been looking for just this type of furniture. Remember, the McLagan craftsmen have for weeks been preparing for the big Christmas trade that will very soon be here. Their efforts mean real prosperous business for the merchant who takes advantage of it.

*Get in touch with us now*



No. 9231—Smoker Stand, Walnut



No. 8814—Hutch Desk (closed), Walnut



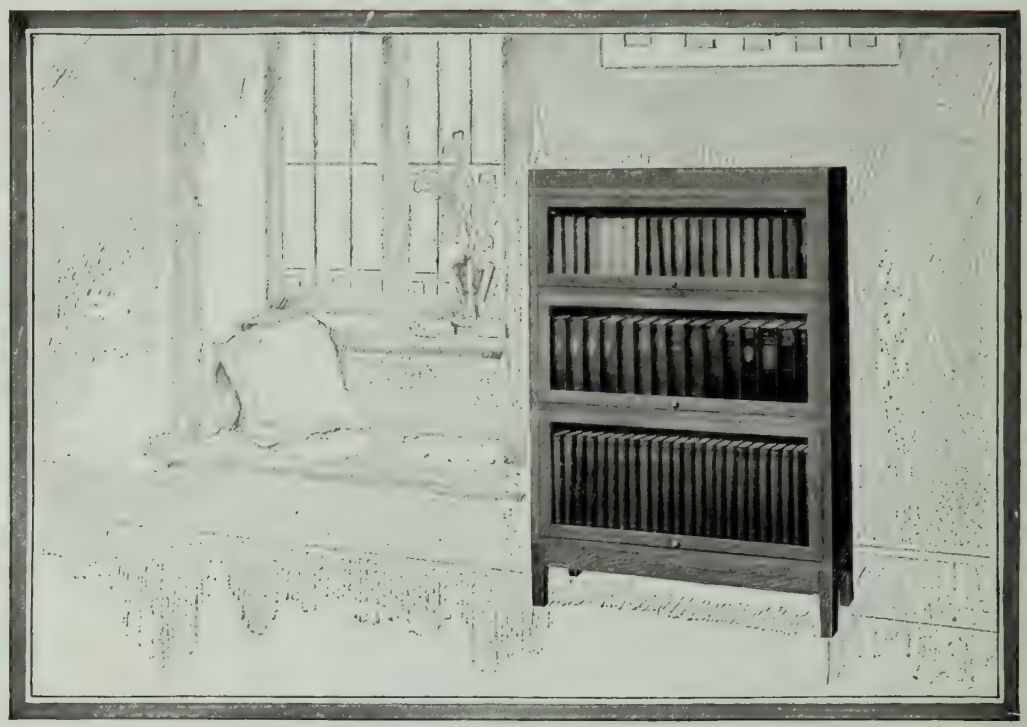
No. 9230—Davenport End Table, Walnut

## COMPANY LIMITED

ONTARIO

# THE NEW UNIVERSAL

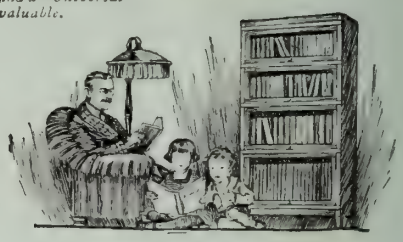
## The Gift Supreme



The New Universal is the embodiment of all the grace and charm that have characterized Globe-Wernicke Bookcases in the past. As a Christmas gift they are acknowledged favorites and the discriminating shopper will trade where they are on display. Is your order in?



*Early habits build early success. The whole family will find a "Universal" valuable.*



**The Globe-Wernicke Co. Ltd.**

STRATFORD ONTARIO

# FOR CHRISTMAS TRADE

# Order Now

The popularity of Globe-Wernicke Bookcases in former years speaks for even greater sales this Christmas season, and only the dealer who places his order early will avoid the disappointment of late delivery, Last Christmas Globe-Wernicke shipping rooms worked night and day in a vain attempt to fill the last minute flood of orders. To date there has been an unprecedented demand and to ensure delivery on time, orders should be placed now.

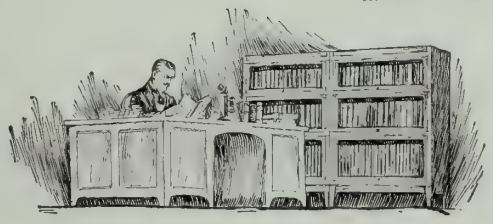





*Don't put it off another day. Place your order or write for prices today—NOW*



*No business can be successful without inspiration. Books hold more valuable inspiration than anything else in existence.*



## The Globe-Wernicke Co. Ltd.

STRATFORD ONTARIO

STRATFORD FURNITURE

# "Imperial"-synonymous with quality

"Imperial" Rattan furniture is the work of skilful designers and expert workmen only. The quality is such that many of the finest homes throughout Canada can boast one or more pieces. Yet the prices are so moderate as to make the field almost unlimited.



Give "Imperial" rattan furniture an opportunity of showing what it can do for you. Send for a few pieces and display them on your floor —we'll wager they will catch the eye of your customers in short order, and that repeat sales will soon appear.

*Why not write us today?*

## THE IMPERIAL RATTAN COMPANY, LIMITED

STRATFORD ONTARIO

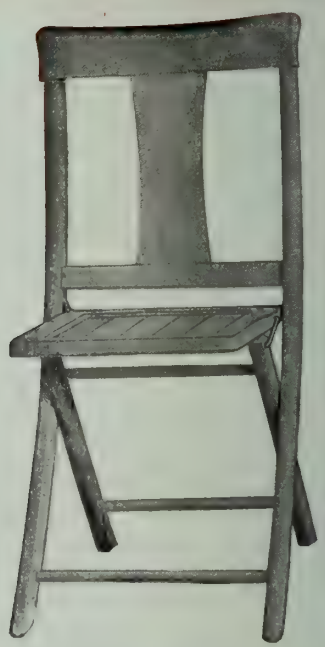


No. 51 Folding Table

The opening of the social season will bring its demand for these Folding Tables and Chairs. No. 51 Tables have green felt or leatherette top, mahogany or fumed finish.

No. 65 Tables have veneered wood tops in natural or walnut.

SPECIAL PRICES ON GROSS LOTS

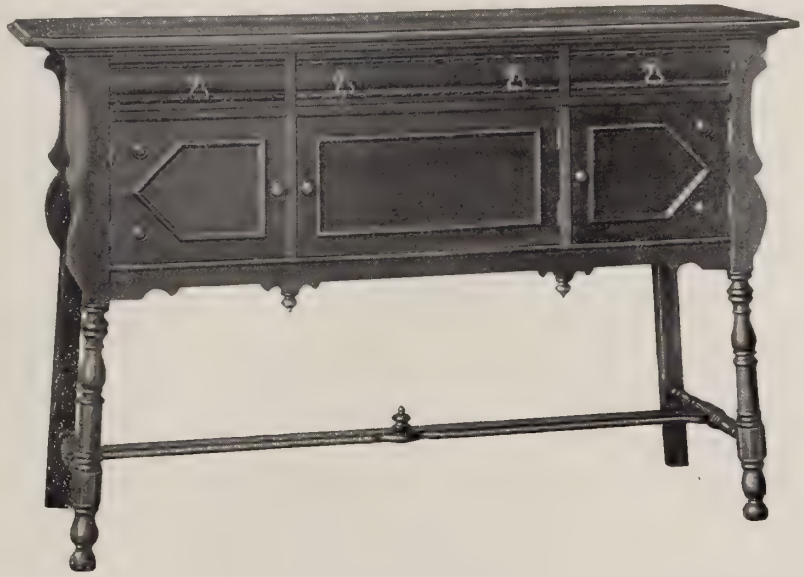


No. 47 Chair

Our Catalogue "Suggestions for the Home" mailed upon request.

## The Stratford Manufacturing Co., Ltd.

STRATFORD — ONTARIO



No. 1190 Buffet

# Distinctive and Moderately Priced

Strathroy Dining-room Furniture is noted for being "different" and perhaps it is this touch of distinction that has made it one of the most profitable lines a dealer can handle.

Every piece is the achievemeet of artists who take pride in the perfection of their craftsmanship. Such a line can bring you only one result—increased prestige and more business.

*Let us send you full details*

MEMBER HOME FURNISHINGS BUREAU, INC. 1921
BETTER FURNISHED HOMES MEAN GREATER HAPPINESS
TRADE MARK REGISTERED

## The Strathroy Furniture Co.
LIMITED

**Strathroy :-: Ontario**

# A Suite That Meets Every Modern Demand

## Suite No. 21612

Library Suite No. 21612—as illustrated below—is a beautiful example of furniture designed to meet modern requirements. It is ideally adapted to small rooms and for this reason will fill a long felt want. The suite is made in Oak and also Birch with Walnut finish, both of which are very attractive.



The suite shown above is an example of the manner in which Schierholtz designers are answering the modern trend toward apartments and small homes. Superior quality and careful workmanship are also characteristics of this and the entire line. Dealers who link up with us are always in advance of their competitors—for every new demand finds an instant response in Schierholtz Furniture.

THE SCHIERHOLTZ FURNITURE CO. LTD.
NEW HAMBURG ONTARIO

# Macey

**Our "Macey Style Book"**

This book is prepared for the especial purpose of distributing to the consumer, to the man or woman who has books and who naturally would be interested in learning how, at a very moderate cost, there can be bought a bookcase of handsome appearance, well made and finished, adaptable for holding books of various sizes, and in quantities as the books are acquired.

We will forward free of charge, express prepaid, a supply of this "Macey Style Book" all ready for you to hand out or mail to your prospective customers.

Let us know how many



*No. 437 Combination Desk and Bookcase*

# The Perfect Bookcase

The Macey Sectional Bookcase does not limit your field of prospective customers in the way the old fashioned or built-in bookcase did. The Macey is adapted to suit any room under any condition. Every customer on your list is a prospect. The illustration will give you a good idea of the artistic appearance and finish of the Macey Bookcase as built at our Seaforth factory. Only the very finest materials are used and the workmanship is of the type that guarantees years of service.

Right now would be an excellent time to introduce this line to your trade. Why not write us for full particulars?

CANADA FURNITURE MANUFACTURERS LIMITED — GUARANTEED — CFM — FURNITURE

***MACEY DOORS NEVER BIND***

**CANADA FURNITURE MANUFACTURERS LIMITED**

**Head Office, Woodstock**

Permanent Show Rooms, Toronto

Factories at Woodstock, Walkerton, Wingham, Waterloo, Kitchener, Seaforth

Western Distributing Warehouse: Winnipeg, Montreal Selling Office: 364 University St.

# KNECHTEL KITCHEN KABINETS

—AS—

# PRACTICAL CHRISTMAS GIFTS

The coming Christmas season presents an excellent opportunity for the dealer to increase his profits by boosting Knechtel Kitchen Kabinets. Every year sees a heavy demand for these household necessities as Xmas approaches and with practical gifts in greater favor, all sales records will be broken.

**KNECHTEL KITCHEN KABINET**

**HANOVER** LIMITED **ONTARIO**

# "Art Quality" Furniture

IT is gratifying during these days of "cheap" furniture to find that quality is still the important factor.

Because beauty and value are inseparably associated in all our products, dealers are having great success with the "Art" line.

Let us send you particulars of some of our creations in Dining Room and Chamber Furniture.

**Art Furniture Company, Limited**

**Kitchener - Ontario**



# In-Built Quality

FURNITURE made by the H. Krug Furniture Company is a "Quality" proposition clear through. Both the parts that are seen and the parts that are hidden are given equal care; which accounts for the way it stands up after years of service.

## The H. Krug Furniture Company

Limited

Kitchener - Ontario

# A Beautiful Suite in the Popular Louis XVI Style



2014—DRESSER
Top 42" x 20" Mirror 30" x 24"



2014—VANITY DRESSER
Top 45" x 19" Mirror 16" x 38" Side 8" x 31"



2014—CHIFFONIER—Top 34" x 19"



2014—BED

*Finished in either Ivory, White or French Grey Enamel*

# Krug Bros. Co., Ltd. - Chesley, Ont.



# Fine Examples of the Furniture Makers' Art

Here is a suite that is worthy of your store—something you can show with pride to your most exacting customer.

The upholstering and cabinet work are everything you could ask for; the beauty of the coverings a delight.

It is the selling value, however, about which you must obviously be most critical and that is where "Montreal Upholstering" really stands out. Throughout Canada wherever this line is being shown, merchants report an ever increasing demand. Is it not only reasonable to suppose that your experience would be the same ?

***Why not let us send you full particulars ?***



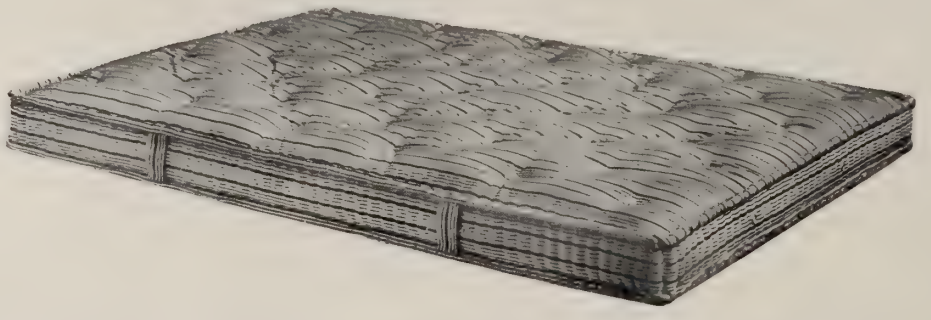
## The Montreal Upholstering Company

**HEAD OFFICE**
**1611-1613 Clarke Street**
**Montreal, Que.**

**TORONTO SHOWROOMS**
**590 King Street W.**
**Toronto, Ont.**

# FISCHMAN QUALITY PRODUCTS

AN EXCELLENT CHRISTMAS GIFT



As a sleep inducer, this mattress stands unsurpassed. It contains hundreds of steel springs enclosed in strong fabric pockets. Padding is a high grade, white layer felt and ticking is of the best quality blue and white stripe. The mattress is finished with an Imperial Roll edge and fully tufted. Large ventilating grommets are placed in the border. Designed for comfort and durability. Guaranteed for 5 years.

As a Christmas present a mattress is an excellent gift. The margin of profit is attractive and they find a ready sale. Prompt shipment assured. Display them in your window during the coming season.

We also make Ventilated Box Springs, Combined Box Springs and Spring Mattresses, Spring pillows and other lines.

*Write for Catalogue and Prices*

FISCHMAN TRADE MARK SPRING COMPANY

## FISCHMAN SPRING CO.

KITCHENER - - - ONTARIO

# Cedar Chests



Made in popular styles and sizes from Genuine Tennessee Aromatic Red Cedar

***Will gladly mail latest Catalog and Discount Sheet upon request***

## J. H. Connor & Son, Limited : Ottawa, Ontario



# Furniture World

Subscription price is two dollars per year.

VOLUME XII OCTOBER, 1922 Number 10

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New York
296 Broadway

### BUSINESS WEATHERVANE

Not even the economic losses resulting from the severe strikes through which the country has passed can hold back business this fall, say the majority of authorities.

Industrial Digest, New York, Sept., 16, 1922.


# *FURNITURE FOR GIFTS*

*Of all gifts of a permanent character, which people like to give their friends at the Holiday Season, none afford the joy and permanent satisfaction that a piece of well designed, well made furniture will.*

*But of all furniture, Gift Furniture must possess that charm of design and character of permanency which will impress itself on the recipient.*

*In Gift Furniture it is not necessary to "Look the Gift Horse in the mouth." Usually it is a piece of furniture showing all its good points at first glance. Quality, of course, must also be there, or the value of the gift is discounted very soon after it is received.*

*In selecting your Gift Furniture pieces, therefore, it is good policy to make your selections from makers known for their ability to produce furniture of distinctive designs and character.*

*The "Baetz Bros." Gift Furniture line includes almost all types of Gift Furniture. Tea Carts, Tables, Ferneries, Smoker Tables and Stands, Pedestals, Writing Desks, Chairs, Console Tables and Mirrors, Chesterfields, Portable Lamps and Shades, Candlesticks, etc.*

*In all of these pieces charm of design and good workmanship have been foremost in our thoughts when they were produced. May we show you the results?*

*Three shops—each specializing in its own line—are at your service—*

*Anthes Baetz Furniture Company, Limited*
*Dining Room and Chamber Furniture*

*Baetz Brothers Furniture Company, Limited*
*Furniture for the Living Room*

*Baetz Bros. Specialty Company, Limited*
*Portable Electric Lamps and Shades*

*Each of these Shops specializes in its own line, but each has the same ideal—"Quality" and "Character".*

*Kitchener, Ont., October, 1922.* *Managing Director.*


### ALREADY FINISHED

"Would you be interested in something to finish your furniture, madam?" asked the salesman at the door.

"No," said the housewife sadly. "We had a home-brew party here last night."

# THE EDITORIAL VIEWPOINT

A very considerable portion of the present issue is given over to a discussion of the advisability of the furniture dealer making a bigger effort at Christmas and the possibilities of greatly increasing his trade at that time. No amount of preaching—telling a man what he **ought** to do—is half as valuable as the experiences of men who have tried it out—who have proved the delectability and digestability of the pudding by eating some of it—and so we have gathered opinions from a number of well known men in the industry, men whose success as merchandisers is generally recognized, and, on other pages, pass these experiences along to our readers.

It will be immediately noted that none of these successful dealers would, for one moment, entertain the idea of making less special effort at Christmas time. They are unanimous in urging the financial benefits to be gained and only eager to enlarge upon their previous programmes. This speaks well for the future of the furniture industry.

The whole mattter can be summed up in few words: almost everybody buys presents at Christmas time. They are going to spend so much money anyway. Is there any merit then, in letting this money flow into other lines of trade? Do other trades give better value?

If you answer these two questions in the affirmative you, as a business man, have automatically committed yourself to making the biggest effort you have ever made that furniture sales in December 1922 shall constitute a record in your business history.

## The Promotion of Art in the Home

A very worthy organization is the American Art Bureau, having for its aim the promotion of art in the home. The underlying thought of the bureau is, "The retailer—how much can we do for him?" Mr. H. B. Phillips of the Phillips Manufacturing Company, Toronto, is district vice-president of the Bureau, and has taken a keen interest in its work. We commend it to our readers. If they are interested in the promotion of art and are anxious to profit financially as a result of the sale of pictures and other works of art in the home, they will do well, we believe, to take advantage of membership in the Bureau. Among the benefits and sales' helps available are the following:—

1. An attractive window card once each month, printed in two colors, promoting the use of pictures, and your store as a place in which to purchase them.
2. Copy and matrices for twelve attention-compelling well-illustrated newspaper ads. that will bring people to your store.
3. A handsome metal sign informing the public that you are a member of the A.A.B., which, placed in your window, will denote that your store is high class, handling reliable art goods.
4. A bulletin each month which contains an exchange of business-building ideas that have proved effective among other retailers.
5. A picture slide for use, should you so desire, in your local movie house advocating the use of more and better pictures in the home, on which will be prominently displayed your name.
6. Plans for an art picture essay contest you can hold among the school children in your locality.
7. One hundred attractive envelope enclosures to promote the use of more pictures by the public for distribution through your outgoing mail and bearing your name.

## What is a Furniture Store?

There is an evident growing inclination on the part of furniture dealers to branch out and include other lines that are very closely related to furniture. This is not a new idea, of course, but it is more in evidence than formerly. Much will depend, undoubtedly; on local conditions but, in the main, modern merchandising means merchandising **logically** and if it can be proven that the **logical** place for a customer to buy a floor lamp or a picture or a rug is at the furniture store, then we should be able to find a good selection there.

During the past month we have questioned more than half a hundred furniture dealers on this point and almost without exception they favor branching out. Sometimes lack of capital prevents them; sometimes a working agreement with dealers in other lines of trade—which is a good sign. There are many lines to choose from, however, and it is doubtful if any dealer could look over the whole field without finding some one or more items that he might add to his stock with advantage. On a later page in this issue we have printed a list of suggested accesories, some at least of which should interest every one of our readers As an example the electrical business is developing rapidly and there are certain appliances that every furniture dealer may well carry to advantage. This list could be extended considerable in a small town where there is no regular electric shop.

## Business Men Should Fully Understand

# The Operations of the Bankruptcy Act

### The Rights of the Creditor and of the Debtor— "If the Offences Provisions of the Act Were Known to Creditors, the Majority of Fraudulent Debtors Would be Punished," Says Well Known Lawyer

In these days of assignments and rumors of more assignments, one hears much, not only among manufacturers and wholesalers, but also among dealers themselves, of the inefficiency of the Bankruptcy Act, and the hardships that follow its operation. Particularly among retailers one hears the complaint that the honest man is penalized, because it is so easy for the dishonest man to obtain a discharge from his debts. Many dealers will tell you that a neighbor competitor has made a compromise with his creditors, bought his stock back at thirty cents or forty cents on the dollar, put on a sale, and, in so doing, brought the other merchants in the neighborhood to the verge of bankruptcy.

There is evidently something wrong with the act if such a condition can exist. It may be that the fault lies with the creditor, who is too easily persuaded to take a big loss, in order to clean off the slate. A well known legal authority on the Bankruptcy Act, Mr. Lewis Duncan, is authority for the statement that the chief difficulty at the present time is that creditors do not know their rights and are too inclinesd to assume that the debtor has the whip hand. He states that the contrary is the fact, and that the Bankruptcy Act gives creditors the power to make the lot of the fraudulent debtor a most unenviable one. Mr. Duncan recently prepared a very comprehensive, though detailed, resume of the operations of the Bankruptcy Act for an address before the Canadian Bankers' Association, and it contained so much information that is of real value of the trade, that we are printing a number of extracts. The better the law is understood by everyone in the trade, the more smoothly the industry, as a whole, will operate. Mr. Duncan's address contains the following interesting statements:

"There are three different ways of dealing with insolvents. The first is to treat them as criminals, the second is to do nothing and leave them to the law of debt, and the third method is to try and distinguish between the three different classes and to treat each man as he should be treated. That is what the Bankruptcy Act attempts to do, and it attempts to do it by a most ingenious piece of legislation known as the Discharge Provisions of the Act. Now, there is a very popular misconception, and most unfortunately this is widespread, that any debtor who makes an assignment under the Bankruptcy Act can obtain his discharge without any more ado; that the Bankruptcy Act is a piece of heaven-sent machinery for wiping off his debts, a sort of constant jubilee. It is no such thing. Creditors, if they know their rights, and it is more important that creditors should be properly advised and know their rights in bankruptcy than that debtors should be advised and made acquainted with rights—if they know their rights, creditors can protect themselves and guard themselves against being defrauded.

"Let us consider the position of a man who has made an assignment or has been made a bankrupt and has not yet got his discharge. What does it mean to be an undischarged bankrupt? Well, it is perhaps not as bad as Dickens, who gained a sort of meretricious fame by throwing stones at lawyers, made out, but it is bad enough. First of all a man who has not got his discharge must at the say-so of the Trustee surrender all his after-acquired earnings, and all property that may come to him by gift or devise or in any other way. He must give to the Trustee all he has and all he may acquire. Secondly under section 90 of the Bankruptcy Act he is liable to one year's imprisonment if he obtains credit to the extent of $500 and does not inform the person from whom he obtains the credit that he is an undischarged debtor. Thirdly he is liable to the same imprisonment, if he trades under a name other than that under which he was adjudicated bankrupt. Finally, he forfeits his position in the Senate. In France there are further disabilities on a person who has not got his discharge. He is deprived of all political rights, he may not hold any public office and he may not be admitted to the Bourse. Now, that is the position of the debtor who has not got his discharge. He is in a much worse position than he is under the provincial assignment system.

"Then how does the act provide that the Court shall deal with an application for a discharge? In the first place section 58, sub-section 4, of the Act, gives the Court an absolute discretion to refuse a discharge; but the law goes further than that, and it provides that the Court may not grant a man a discharge if he has been guilty of any bankruptcy offence. Those offences are set out at considerable length in section 89 and we shall come to them in a minute or two. A man therefore, who has been guilty of any bankruptcy offence may not receive his discharge, the Court has no power to give it to him. Then, if any of the facts set out in section 59 are proved the Court must either refuse the discharge absolutely, or suspend it, or grant it only on condition that the debtor consents to judgment being entered up against him for debts which he incurred prior to his bankruptcy. These are the facts recited in section 59: First, if the assets of the debtor are not equal to



No, this is not the bankrupt! It's the merchant 'round the corner who's expecting the bankrupt stock to be placed on the market at 50c on the dollar

fifty cents on the dollar. Secondly, if the debtor has omitted to keep proper books of account. Thirdly, if the debtor has continued to trade after he became insolvent, for the policy of the Act is that a man must not go on gambling on his creditors' money in the hope that he will pull through, and if he does it is a fact which counts against him. Fourthly, if the debtor fails to account satisfactorily for any loss of assets. By the way, the ancient punishment for failing to account satisfactorily for a loss of assets as introduced by 21 James I, was that the bankrupt should be put on a pillory for two hours, and that one of his ears should be nailed to the pillory and at




There's trouble in store for the fraudulent debtor under the Bankruptcy Act—if his creditors enforce their right

the expiration of two hours his ear should be cut off and he should be let go free. Fifthly, if the debtor has contributed to his bankruptcy by speculation, gambling or culpable neglect of his business affairs. Sixthly, if the debtor has given an undue preference to any creditor. Seventhly, if the debtor has had a previous bankruptcy. Eighthly, if the debtor has been guilty of any fraud or fraudulent breach of trust. If any one of these eight facts is proved the Court must either refuse the discharge or suspend it, or require the debtor as a condition of his discharge to consent to judgment being entered against him. It will therefore, be seen that if creditors know their rights it will be very difficult for a fraudulent debtor to get a discharge. Every creditor has a right to be heard in opposition to the debtor's discharge.

"Then what is the effect of the discharge? Now, the discharge does not release the debtor from all his debts. There are three important classes of debts which all creditors should know are not released by a discharge. A discharge does not release any debt incurred by fraud or fraudulent breach of trust; secondly, the discharge does not release any debt for alimony, and certain other classes of debt which can be classed with that; thirdly, it does not release any debt incurred for any necessary of life. A necessity of life would include food or clothing or fuel.

"So much for the Discharge Provisions of the Act. They are very flexible and if creditors understand their rights under them few fraudulent debtors will get their discharge. But the Bankruptcy Act goes farther. In section 89 some eighteen of the more common practices of fraudulent traders are specified and these are made crimes punishable with two years imprisonment. These offences may be classified as crimes before bankruptcy, crimes during bankruptcy and crimes after bankruptcy. Crimes before bankruptcy include first, falsification of books and secondly, obtaining property on credit by fraud. Now, that is a common device and it is not generally known, that there is a two-year punishment for it. A retailer possibly obtains from a wholesaler property on credit on the representation that he is not in financial difficulties. That is obtaining property on credit by fraud and the punishment is two years. Thirdly, disposing of property which has been obtained on credit otherwise than in the ordinary course of business—that is to say if any person obtains property on credit and then pawns it or pledges it or disposes of it otherwise other than in ordinary course of business, he commits a crime. Fourthly, by making or causing to be made a false statement in writing with respect to his financial condition. Fifthly, concealing any of his property. A man is guilty of a criminal offence if within six months after doing any of these things he becomes bankrupt or makes an authorized assignment.

"Then what are crimes during bankruptcy? First not discovering all his property to his Trustee, secondly, any material omission in his statement of affairs, thirdly, allowing a false debt to be proved, fourthly, obtaining credit of $500 or upwards without notifying the person from whom he obtains the credit that he is an undischarged bankrupt, fifthly, trading under a name other than that under which he was adjudged bankrupt.

"Crimes after bankruptcy include failing to keep proper books. Once a man has been made a bankrupt he must keep proper books, and if he does not keep them and is later adjudged bankrupt, he may be punished with two years' imprisonment.

"In addition to these there are four provisions in the Criminal Code, some of which overlap those that I have mentioned. One is destruction or falsification of a company's books, and the punishment is seven years. Another is a gift or removal of property with intent to defraud, or giving property to someone with intent to defraud, the punishment being one year.

"If the offences provisions of the Bankruptcy Act were known to creditors the majority of fraudulent debtors would be punished, but it is most unfortunate that apparently those provisions are not widely known, and cases illustrating this ignorance continually occur on the examination of the debtor. Perhaps it will be a foreigner keeping a small shop and having $3,000 a year ago. On examination he is asked, "Where did your money go?". "I don't know." "You must know. You must tell." "Oh well, I put it on the horses," and that generally gets past with a laugh. Now, in that conversation he has admitted sufficient facts to justify the Court in refusing him his discharge, and has given information, which if followed up and supplemented, may result in criminal proceedings.

"Then are there defects in the bankruptcy Act?

### Sales by Suggestion Contest

**A "Sales by Suggestion" contest was the means of increasing the month's turn-over recently in a Western store. The object was to get the salespeople to sell their customers other goods besides those for which they had actually come to the store. Prizes of $15.00, $10.00 and $5.00 were offered for the month and the results are stated to have been very satisfactory. Each salesperson kept a record of his or her own sales, both regular and by suggestion. The total sales and the amount of the sales by suggestion were taken into consideration when awarding the prizes.**

There is a very serious defect in the authorized assignment provisions. I do not need to dilate on it, but there is a loophole there. It is also necessary to make the provisions of the Bankruptcy Act which have to do with companies fit more closely to the subject with which they are dealing. There is a criticism which is heard in various directions, that the debtor can choose his own Trustee.

"What are composition proceedings? At common law if the debtor wishes to get rid of his liabilities for a less sum than 100 cents on the dollar, the only way he can do it is to obtain the consent of his creditors to his proposal. He cannot compel any creditor to consent. The policy of the Bankruptcy Act is this, that what appears a reasonable proposal to a majority in number and two-thirds in value of his creditors shall not be allowed to be defeated by a few persons.

"There are one or two other important provisions it may be well to mention. There is the fraudulent preferences section. No creditor may take a preference within three months of the bankruptcy. If he is paid a preference or paid more than the other creditors that money can be recalled by the Trustee and put into the common fund; but for bankers it is important to remember that if a debtor has paper coming due and he pays it on the due date, that is not a fraudulent preference. That is an exception to the fraudulent preferences section, and amounts to this, that a debtor who is trying by meeting his paper as it comes due, to keep his head above water, is presumed not to be intending to give a preference.

"The Bankruptcy Act is a great improvement on the previous chaotic state of the law. Amendments are required and will in due course be made; but there will always be a certain amount of dissatisfaction with a new law until its provisions are understood. The chief difficulty at present is that creditors do not know their rights and are too inclined to assume, once a debtor has made an assignment or a proposal for a composition, that they have no rights and that the debtor has the whip hand. The contrary is the fact, for the Bankruptcy Act gives creditors very considerable and far reaching rights and puts it in their power to make the lot of the fraudulent debtor a most unenviable one."

# Brief Survey of The Industrial Situation and Prospects

## Viewpoints of the Optimists and the Pessimists—Signs that Point Toward Better Times—World Factors Affecting Canadian Conditions

There are two sides to every question—so we are told—and it would also seem that there are two viewpoints of every situation. It is surprising to hear the widely different estimates of present conditions which come from different observers. There are the optimists who say, "Canada is all set for a forward movement—she only waits on the settlement of European conditions." There are the pessimists who say, "We have not yet set our own house sufficiently in order—a period of continued deflation and business casualties lies ahead of us."

Which viewpoint is right? Well, let us set forth the facts of the situation. There are many favorable factors, but, the pessimist comes in with his "but" just there. And let it be said that while the pessimist is not generally a popular person, he is not always wrong. There were those who, previous to the Great War, were pessimistic about the European situation. They were laughed at—but they were right. So let us have due regard for pessimistic opinion.

The wheat crop, which is probably the largest Canada has ever produced, is one of the foundation stones on which our hopes of a speedy business revival may be built. No other single factor exercises so far-reaching an influence upon Canadian industry. A prosperous West means a prosperous Canada and the effect, both financial and moral, of a bumper crop is felt throughout the Dominion.

### Wheat Crop Will Place $2,000,000,000 in Circulation

There may be one or two flies in the ointment. The price of wheat is not high enough to improve the financial condition of the farmer as much as could be agriculturists state. At the same time, the crop is only partly a debt-paying one. The farmer may be fairly deeply in the hole as a result of last year's difficult conditions, and he has to climb out, but his current purchases must also be a big factor in increasing the circulation of money. A well-known financial authority states that this year's crop will be the means of placing $2,000,000,000 in circulation.

The mere fact that there is a big crop is, in itself, bound to improve the business situation. All this wheat has to be handled and distributed. That is going to provide employment for many thousands of men, and it will stimulate activity throughout various departments of our industrial system. It may not be an entirely profitable activity, but it will pay wages and overhead and help to keep our industrial organization together and in efficient running order.

### Is Any Further Deflation Possible?

Has liquidation run its course, or hasn't it? Here again there is a distinct cleavage of opinion. The pessimist shakes his head with a snort and says, "Huh! Liquidation completed! It's only just begun. We've got to get back to the pre-war basis in our commodity prices before we can have another revival of business. Look at the spread between the prices paid the farmer for the raw materials he produces and the finished products he buys. Here's one element in the community—and the most important at that—that is only receiving pre-war remuneration for its services, while all the commodities that it buys are still practically at war levels. This inequality can't continue. There's got to be a whole lot of desired. He can't make any money out of it—so the water squeezed out somewhere before we can reach a normal basis."

The optimist on the other hand declares that ever since the armistice, deflation has been proceeding up

to the present time when all our industrial organizations have been driven to the last degree of economy and efficiency—or to the wall. He points to the fact that, far from there being signs of further deflation, there is a decided tendency toward price increases in many lines.

### It all Depends on Europe

There is much to be said on both sides of the question. One of our difficulties undoubtedly has been that our manufacturing and distributing system has been too large for our present needs, considering the diminished demand. This means that overhead is disproportionately high and that it has not been possible to reduce the cost of living to the lowest point consistent with the cost of the agricultural products and raw materials. A resuscitation of demand should, of course, immediately assist this condition. But whence is this increased demand to come from. It all goes back to Europe. The price of wheat is low. Why? Simply because Europe can't pay any higher. This interferes with the purchasing power of the farmer. The export of manufactured goods has fallen off. Why? Again, because Europe hasn't got the cash. Thus, circumstances are forcing us—and our good neighbors to the south of us—to realize that the policy of isolation is all bosh, that there simply "aint no such animal" at present extent in the civilized world.

### Why Wheat Prices are Abnormally Depressed

This leads to another point which the pessimistic economists seem to have overlooked in their predictions regarding the reduction of the level of prices to a pre-war basis, through a still more severe deflation in industry. They point to the big spread between the prices received by the farmer for his products and the general level of prices which the consumer pays. What is the reason for this big spread? Does it indicate that our manufacturing and distribution costs are very much too high? Or does it indicate that the crop prices are abnormally low? We rather think the latter is the key of the situation. It must be remembered that while, as pointed out in a previous paragraph, there is probably an undue proportion of overhead in our commodity prices, the real root of the trouble lies in the fact that the price of wheat is abnormally depressed. The reason why this depression should be felt more in the agricultural industry than in any other is obvious. The production of wheat is the only Canadian industry of first importance that is primarily an export industry. We export from 75 to 90 per cent of our crop. Our chief market is Europe. It naturally follows therefore that the Canadian wheat industry is most intimately affected by European conditions and must conform to the prices in the European market. If it were primarily a domestic industry, catering mainly to the requirements of the home market, its situation to-day would no doubt be entirely different and the prices paid for our Western crop would be more in line with the prices of other commodities which are produced solely for domestic consumption.

### Volume of Failures

The process of weeding out the weaker enterprises still continues, as indicated by the volume of failures during the present year. But it is probably true that the "clean-up" is nearly completed. It is interesting to make some comparisons of statistics. In the year 1921 there were 2,451 failures in Canada, representing liabilities to the amount of $73,299,111. This was the record year up to the present time from the viewpoint of the money involved. There have been other years when the number of failures was greater, as in 1914, when there were 2,898, representing liabilities of over $35,000,000, and 1915, with 2,661 failures, representing liabilities of over $41,000,000. The failures this year, also, have been heavy. The figures shown in Dun's Bulletin for the first quarter are 1,094, with liabilities amounting to $13,672,060. The statistics for the third quarter have not been completed at time of writing, but it is probable that they will be higher than the previous quarter. This increase is largely due to one item of over $4,000,000 involved in the settlement of the affairs of a large industrial concern in Quebec Province with its creditors.

While many believe the crisis is over, not all observers, however, take the optimistic attitude with regard to the coming winter. As an illustration of the opposite viewpoint, we may quote a shoe wholesaler who has been travelling in the West. He says, "I have covered about five thousand miles by car in the three western provinces and have visited over 250 towns and villages, calling upon a large number of merchants. And my conclusions, from what I have seen and heard, is that there will be more assignments this coming winter than there were last winter."

What the winter will bring forth remains to be seen. But it is certain in any case that the time has not arrived for relaxation of caution in the extension of credit. At the same time, it is essential that creditors exercise forbearance toward all firms which are honestly trying to shoulder their liabilities and regain a sound financial footing.

### An Optimistic Viewpoint

We are glad to have an optimistic viewpoint from one who is in such an excellent position to gauge the commercial situation as is Mr. Hodge, Toronto manager for R. G. Dun & Co. Mr. Hodge expresses the opinion that conditions are sound and that they are only waiting on a settlement of European affairs for a real improvement. Collections, he states, are much better than they have been for some time, and the indications are that the weaker elements in Canadian industry have been practically eliminated by the failures of the last two years.

Another encouraging sign is the employment situation which is in better shape than it has been at any time since 1920. Taking January, 1920, as a basis ta 100 per cent the index figure of employment has been steadily rising since last April until, at the last government report in September, it stood at approximately 94.

## New Furniture Store

J. Fielden, retail furniture dealer and upholsterer, formerly of 746 Lansdowne Ave., Toronto, has recently opened a new retail furniture store at 564 College St., Toronto, with a full line of furniture and upholstering materials.

## Says Business is Good

James Barr who started in business for himself in repairing, remodelling and upholstering of period and high class furniture four years ago, at the rear of Bleeker Street, Toronto, reports that business is good. Mr. Barr has been connected with furniture repair work for some forty years. He gained his early training in Leith, Scotland.

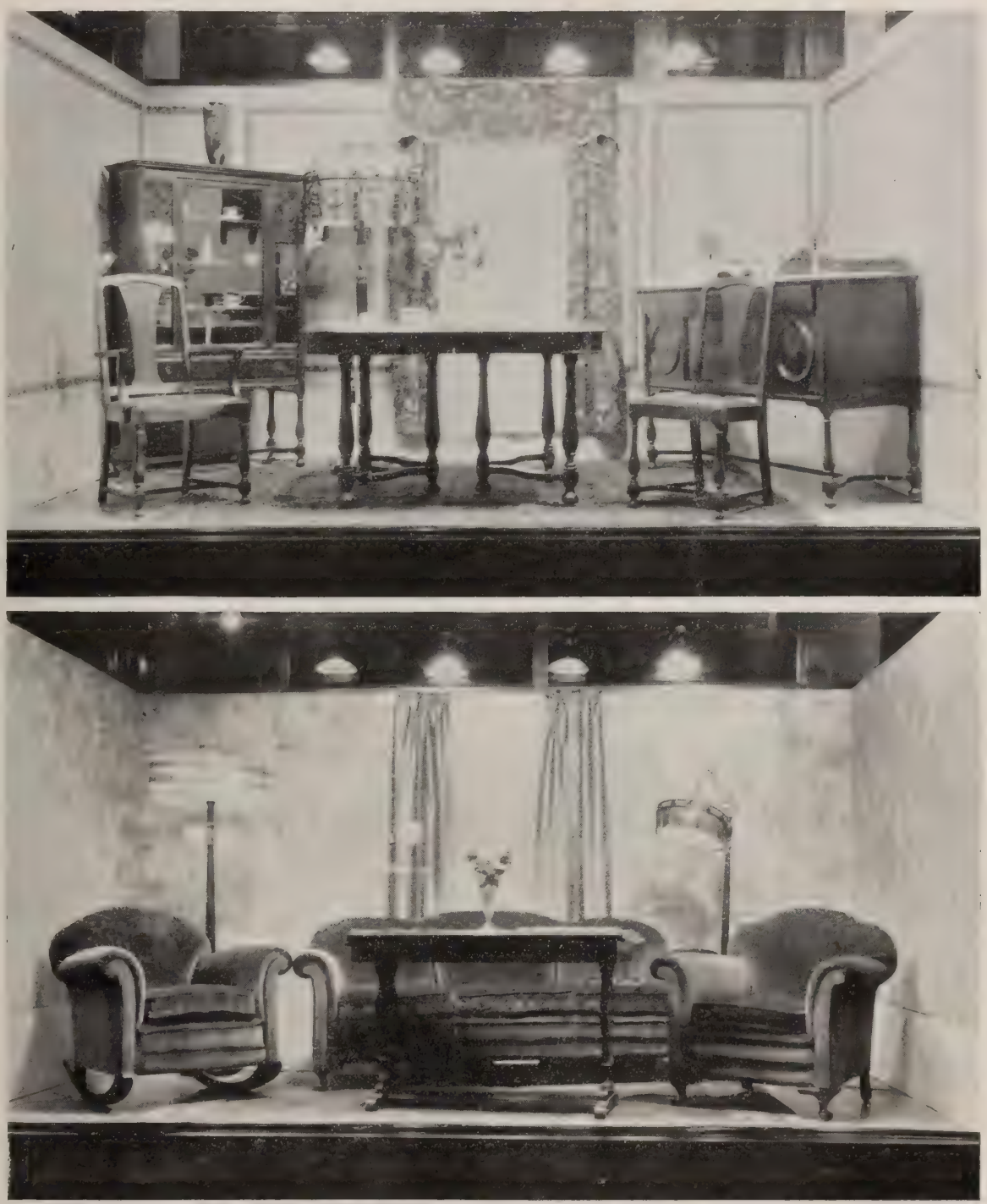
# *Typical Window Displays During*






*Above, the Thomas Furniture Co. have made use of a very fine entrance. Below, an attractive living room built into the window of the Ontario Furniture Company.*

# Better Furnished Homes Week in London



*Window displays of Smallman and Ingram. Above, dining room suite with distinctly Jacobean flavor. Below, solid comfort. Note the decorative value of the floor lamps in all the displays.*

## Model Rooms

# Ideal Method of Selling Furniture is by Means of Model Rooms

***Experience of a Firm that Has Set Up Fifteen Such Demonstrations is Entirely Favorable to This System for all Furniture Dealers***

The manager of an Eastern furniture store recently stated that the ideal method of selling furniture was by means of model rooms. He added: "The ordinary customer has not sufficient imagination to visualise the effect of a suite or piece of furniture in a room. The model room supplies that deficiency; it gives definite form to the somewhat vague ideas of the buyer, and thus very materially aids the salesman."

The experience of Henry Morgan and Company, Limited, St. Catherine Street West, Montreal, has proved the accuracy of this statement. This firm have set up in their furniture department 15 model rooms, including dining rooms, French and English drawing rooms, library, Japanese boudoir, bedrooms, living rooms, sun parlor and hallways. The decorations, wallpaper, and general appointments are in keeping with the furniture in each room. There is no specified date for changing the furniture; this depends upon the sale of the goods, arrival of new furniture, and the success or otherwise of a particular room.

The main object is to sell suitable furniture—to illustrate how it will look in a house, and also to indicate how it can be arranged to the best advantage. Overcrowding is always avoided; an over furnished room detracting from its appearance. Experience has demonstrated that in many instances an inspection of rooms has been the deciding factor in obtaining sales. Sometimes goods passed over when shown on the floor have been purchased when set up in a model room. In the former case their artistic merits were lost by reason of being displayed with other goods. It required individual setting to bring out their value and to impress the customers to the point of securing sales. Henry Morgan and Company occasionally refurnish an entire room in order that a customer may judge of its effect.

The model rooms have considerably helped the sales of draperies, rugs, potteries, and other articles shown. This is especially so in the case of rugs, where the minds of buyers have been confused by the large number of patterns inspected on the floor. By seeing the rugs laid down in the model rooms customers obtain a very definite conception of how they will look in their homes. The firm have also secured a large amount of decorating through the model rooms.

It may be asked whether it would not be a good investment for other firms, particularly those selling medium grade furniture, to construct model rooms. While this is not possible in all cases, on the scale carried out by Henry Morgan and Company, it might be done to a limited extent, according to the magnitude and character of the business, say one or more rooms. Such exhibitions constitute an appeal to the eye, a most effective method of salesmanship. Appearances count for a great deal. At heart, customers are much alike in this respect, whether they have little or much money to spend, and it is obvious that a retailer who has the facilities for showing goods to the utmost advantage, —in other words of definitely visualising their home-like appearance,—is better equipped than the retailer who lacks such methods. Model rooms can be as effective in selling low and medium priced goods as in the case of the most expensive furniture, because the appeal is made in every instance through the sense of sight.

# Model Rooms



*The Jacobean Dining Room in the Furniture Department of Henry Morgan & Co., Montreal. The Oak Used in this Furniiture and in the Walls and Doors was Brought from England Where it had been Taken in the Form of Beams, from Homes Built in the 16th Century. The Carvings are all Hand Cut. The Finish, Owing to the Age of the Oak, is Natural and Waxed.*

# *Model Rooms for the Smaller Dealer*

***As the Value of Floor Space Diminishes the more this becomes Logical Means of Selling Furniture—Did You Ever See a Woman Buy a Hat Without Seeing it on Her Head?***

The discussion on the previous page has doubtless raised the objection of many men in smaller cities and towns: "Oh! that's all very fine for the big cities, but we can't afford such luxuries as furnished display rooms."

Easy now; let's analyze this thing. Let us compare the cost to the big city firm and to the small town man.

The rents in the business districts of some of our larger cities are enough to make the merchants in smaller places gasp. Small stores in the neighborhood of King and Yonge Streets, Toronto, for example, pay as high as ten dollars a square foot annual rental. Four and five dollars per square foot is quite usual and two dollars would be considered "very reasonable." Yet the merchants in these districts are the most enthusiastic on such demonstrations as model rooms.

If it pays under these circumstances, surely it would be a profitable venture for the dealer whose rent would be one tenth of these figures—and often less.

How many stores do we all know about where there are one or more rooms in the back of the establishment, or up-stairs, that if the debris were cleared out, could be made into excellent show rooms! At the present time these rooms are store rooms or, more properly speaking, junk rooms. If the rental were ten dollars a square foot, instead of about ten cents, how long do you suppose it would take the dealer to discover a more profitable use for them?

### Low Rentals a Factor

As a matter of fact the argument that the big city man can better afford to demonstrate furnished rooms is not logical. It is the dealer whose rental values are lowest that can best afford it. The natural thing would be to find the well furnished roomy displays in the smaller centres.

The summing up of the whole matter appears to be simply this: The big city stores have been driven, by competition, to all sorts of sales methods in order to increase turnover. They have stumbled upon this excellent method of demonstration and it has made a hit because it is natural. Did you ever see a woman buy a hat without putting it on and viewing it from all angles! It's not the hat itself that impresses her so much as her head and hat combined,—do they suit one another? The same is true of clothing, or of carpets, for instance. How often the customer has two carpets "sent up" so she can decide which fits in best with the surroundings!

Perhaps we lose sight of the fact, sometimes, that we are not just selling furniture. It's furnishings most people want and the less money they have the more care they must exercise in getting it just right. The smaller the customer's income the greater need that each piece of furniture should be both useful and decorative.

### A Room in Your Window

A suggestion that the writer saw worked out to good effect in a furniture retailers' store recently was the utilization of a large window to demonstrate the furnished room idea. The window was of pretty ample dimensions and the window back ground was moved back, and the window platform also, so as to make a room about fifteen feet by twelve. This was furnished afresh weekly and was the centre of attraction of the town—especially at night as very careful attention was paid to the illumination.

Another dealer made use of an upstairs storeroom which had been more or less a fire trap for many years on account of the accumulations of odds and ends. This room was converted into a most comfortable living room and a new stairway added as an attraction feature. This gave opportunity for the display of carpets, rugs and draperies and curtains of different kinds. The room was kept open evenings and in a short time became more or less of a rendezvous for men and their wives who were interested in furniture, pictures, and artistic furnishings generally.

Isn't this idea of furnished rooms, or at least one furnished room, worth trying out? It should add considerably to the Christmas spirit.

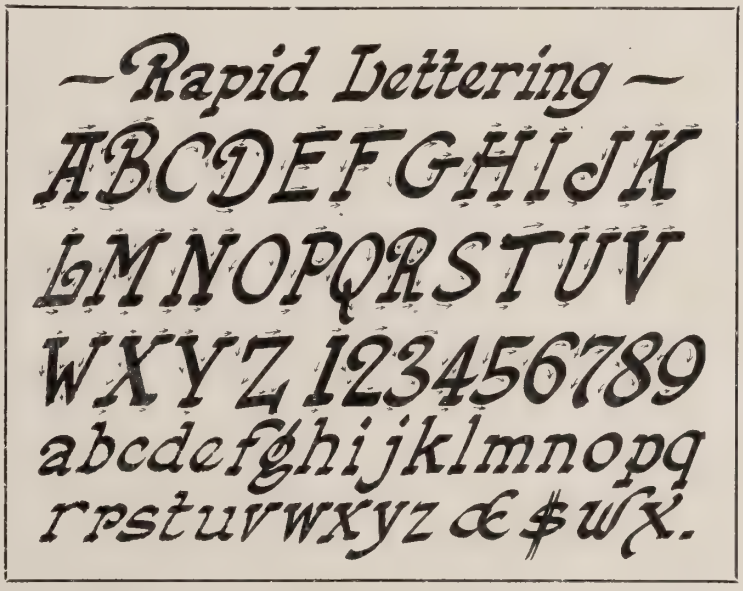
# Show Card Writing—Talk No. 3

**The third of a series of illustrated talks on modern show card writing. The author has had wide experience in this work and we urge our readers, to follow, carefully, the talks as they appear. We'll gladly answer any questions.**

The alphabet illustrated here will be found particularly useful for all kinds of rapid work. Occasionally the card writer is called upon to produce a large number of cards on short notice—for example, when many temporary signs are needed for a furniture sale. As many of the regularly used alphabets would require too much time this rapid lettering alphabet will be found useful and practical.

While the effect is quite passable on a card lettered with this alphabet—as the card illustrated will show—most card-writers consider the use of these rapid letters permissible on work which must be turned out in a hurry.

As we begin the practice of this alphabet the most important thing to remember is that the brush remains in the same position whether straight lines or curved strokes are being made. With the brush filled with paint and worked out to a sharp chisel shaped end begin with the first stroke of the letter "A." Use only the narrow side of the brush when making this first stroke. Now try the stroke on the right side; then cap off the top, paint the cross stroke and finish the letter with the bottom strokes.




It will at once be noticed that the cross strokes are much wider than the down strokes, when made with the brush held firm in the hand without being allowed to turn sideways. However, this is the peculiar feature of this alphabet and while they lack in finished appearance, the letters have the decided advantage that they can be rapidly executed. Good card-writers often make letters similar to these as fast as they can write with a pen.

It will be noticed too that the curves of the various letters show this very thickness which the brush in the firm position in the hand gives. Practise the various letters individually till each is mastered. Become familiar with the capital letters before attempting the lower case letters. It is suggested in practising these letters that parallel lines about one inch and a half apart be made on the practising paper or card. Keep the letters between these two lines. As the hand becomes steady and the letters look fairly accurate, try some smaller and then larger letters of the same style.

Naturally the first attempts will look a bit shaky and are bound to be somewhat discouraging but remember we are working on brush stroke lettering so don't go back over your work to fix things up. Keep the brush in the same position in doing the curves as well as the straight lines, so that you can shade from the broad to the thin edge with a single stroke of the brush.

Don't be overcareful. Your letters will be somewhat uneven and irregular at first, but keep at it until you can write the letters off with a dash. This will make your finished cards more attractive than if made with short hesitating, painstaking strokes.

# Upholstering

## Great Developments in Mechanical Side of Modern Upholstering

There has probably been a greater development in the purely mechanical side of the upholstering of furniture during the last fifteen years than during any similar period since the invention of springs, this unusual development being largely due to the employment of down as a filling material.

Prior to the use of down, extreme softness in upholstering could not be obtained with plain surfaces because the softest materials known, unless confined by tufting, would separate and sag, soon becoming unsightly and uncomfortable.

Various plans have from time to time been devised for the use of feathers and down, but the efforts to use these materials were more or less experimental until the return to favor of the English and Colonial wing and cushion chairs about twenty years ago, which gave an impetus to the experiments of progressive upholsterers, and the down cushion as an adjunct to the upholstering of chairs and settees became a definite and permanent development.

### Height of Chair Seat

It should be borne in mind, however, that the limit of any type of cushioning is governed by the height of the seat of chair, settee or lounge from the floor, this constituting one of the chief contributing factors toward the comfort of the article when in use. To define the governing factors of height in general terms, the distance from the top to the finished upholstered seat to the floor should not be more than 18½ inches, and this only when the form of upholstering is very soft, such as down cushioning, which in use sinks to a point two or three inches lower than its finished height.

Even a solid wood set is sometimes made 18 inches from the floor, but greater comfort is obtained for continuous use in a much lower seat, and a chair recently designed for the use of industrial workers seated at their work, measured 16 inches from the lowest curve of the seat to the floor.

### Provision for Fine Depth

Calculations for the use of down in furniture upholstering begin at the very genesis of the treatment of any particular piece. Starting with the chair shown in Fig. 1, (see opposite page) consideration is given the webbing which supports the springs for the seat; this must be attached at as low a point as possible. This chair has a scalloped rail which precludes the possibility of employing a webbing stretcher. It should be made with tacking strips indicated by A-A in 1, which enable the workman to tack the webbing at the bottom in the angle of strip and frame when stretching the webbing by hand, as shown in 1-A and 1-B. The webbing should be stretched as tightly as possible, with the chair upside down on the bench and securely tacked with both ends turned over and double tacked.

The webbed seat of the chair will appear as shown in 2, the crosses indicating the position of the springs. The webbing is shown in this figure without the interference of the chair frame so as to illustrate clearly the relation of the cross webs to the location of the springs.

The position of the springs on the webbing is shown at 3, the circles indicating the bottoms of the springs. The first row of springs, indicated by dotted lines, is hidden by the front rail of the chair.

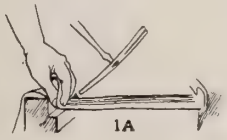
### Spring Tied Down Low

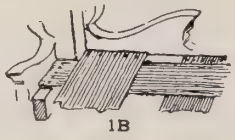
3-A shows the position of the tops of the springs in their relation to the chair frame. 4 shows the tops of the springs in their position after having been tied down. The tops of the springs are not usually permitted to be more than 1½ inches above the top of the rail, therefore, in order to give sufficient slack to the twines when the springs are depressed. Instead of being attached to the top of the rail, as in ordinary upholstering, the twines are pulled down to the bottom of the rail and there tacked, it being necessary, sometimes, to pierce the webbing in order to carry them on a straight line.

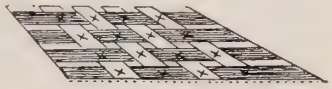
5 shows a cross section, illustrating the method of tying the twines in relation to a single row of springs. The object of dropping the twines and catching the third coil on the front and back springs is to keep the spring surface of the seat as flat as possible. It is necessary, sometimes, even to pull down the tops of the springs to the webbing by long stitches in order to maintain a flat surface.

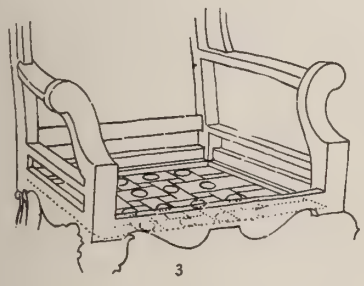
6 shows the seat of the chair after canvassing over the springs, the edge of the canvas being tacked as low as possible on the rail.

# Upholstering

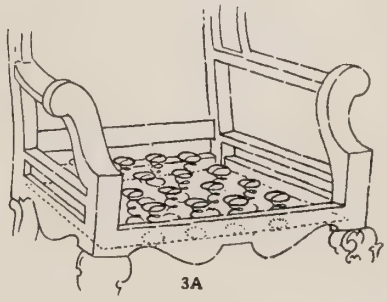

1A


1B


2


3




3A

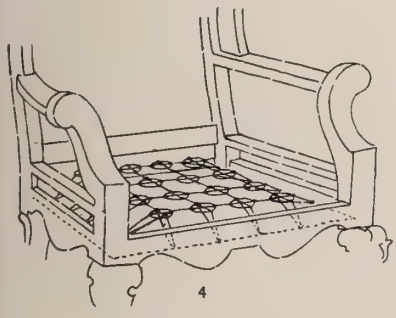
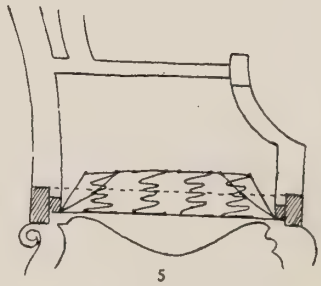
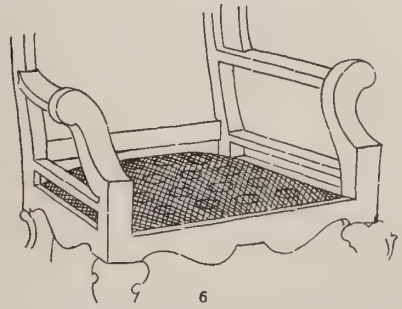
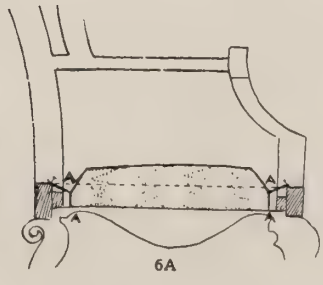

4

Fig. 1


5


6


6A

# What is a Furniture Store?

***That is, What Does a Customer Expect to Find There?—What is it Profitable to Carry in Stock?—Read What the Other Fellow Says***

Every furniture retailer has tackled this problem—shall I stick closely to **Furniture** or shall I begin to add little accessories such as rugs and carpets, wallpapers, etc?

And every retailer must, in the end, answer the question for himself, because no two stores operate under the same conditions.

It is always interesting to know what other retailers are doing however.

### What They Acually Carry

During the past month we've been making inquiries among typical furniture dealers to find out to what extent they believe it is good business to extend their lines. We have the written opinion of over fifty well known and successful firms, and their comments, based on experience, are exceedingly valuable. Ninety per cent. of these dealers stock rugs and carpets; nearly eighty per cent. of them carry eiderdowns, seventy-five per cent. handle electric floor and table lamps; sixty per cent. sell curtains and draperies; seventy per cent carry upholstering materials; eighty-five per cent. stock refrigerators; and any where from fifty to seventy per cent. also include phonographs, picture frames, vacuum cleaners, mouldings, and furniture hardware in their stock. A smaller percentage carry other lines: wallpaper fifteen per cent.; paints, the same; kitchen utensils, rather more; washing machines, seventy-five per cent.; stoves, fifty per cent. Less than ten per cent. handle trunks, hammocks, pianos, china and glass-ware.

### What They Would Like to Carry

Approaching the same problem from a different angle we also obtained the verdict of half a hundred furniture dealers (another group entirely) on the question "What **would** you stock?" That is, if capital were available, we asked them what lines they thought could profitably be handled, in their circumstances, by a furniture store. The general trend was plainly towards increasing the number of lines carried as the following data will show. With one exception they all voted for electric floor and table lamps; ninety-five per cent. favored refrigerators; ninety per cent. were for phonographs, eiderdowns, curtains and draperies; vacuum cleaners got slightly more than eighty per cent. of the full vote; upholstering materials, eighty; picture frames, seventy; mouldings, furniture hardware and stoves, sixty; washing machines, forty-five; kitchen utensils, thirty; electric fixtures; paints and wallpaper, five per cent. or less.

One retailer favored carrying a stock of dishes. There is something to be said in favor of this, for dining room tables, especially, are much more attractive when properly set out with good linen and china service.

### Interesting Comments

Various reasons were advanced for not carrying more varied lines. Lack of capital is frequently the real cause; also lack of space. Others mentioned that it would be cutting into the established trade of brother retailers in the immediate vicinity; that they had an amicable arrangement as to how far each should go. Another reason from the men in smaller centres, in certain cases, was the proximity to a larger city where a bigger selection would be available. As regards electrical goods and paints the opinion was expressed that the service of specialists would be required.

These arguments are not always answerable but this much can be said—that throughout the replies there was an evident belief that the furniture dealer could make more money by broadening out still more and—"where there's a will there's a way."

### The Christmas Trade

Taking it for granted then that furniture dealers would be justified in extending their lines and also that they show a decided tendency in that direction, would not the month of December be the opportune time to begin to broaden out? The coming holiday season is going to find the country fairly happy and prosperous—if the Turkey-Greece fracas really stays "put"—and people will be spending pretty freely. Why shouldn't the furniture dealer get a little bigger share than formerly by increasing his turnover without appreciably affecting his overhead?

Christmas

# Ready for the Holiday Trade?

***Who Will Sell the People Their Christmas Presents This Year? Will the Jeweller, the Shoeman, the Haberdasher and the Stationer Get all the Trade, or Will the Furniture Dealer Get His Fair Share?***

**Two months to Christmas!** Have you laid your plans for the biggest December in your history?

The general public is going to spend a lot of money this Christmas. We are not in the midst of boom times it is true, but trade conditions are very fair. Most reports say they are steadily improving. A prominent financial house estimates that Canada's grain crops will mean the setting in circulation of some two billion dollars. That's a lot of money, and the question naturally arises—who is going to get it? Presumably it will be distributed through the usual retail channels, for the most part. Clothiers, grocers, department stores—every line of trade will make a bid for it.

And the prize is always "knocked down" to the biggest bidder.

Haven't the furniture dealers been just a little bit backward about urging their claim to a bigger share of the Christmas trade? Wouldn't the coming season be an opportune time to turn over a new leaf?

We asked a few well known furniture retailers about this matter—by letter—and have a lot of replies. Some of them we reproduce below. They are interesting reading. In our letter we asked the following questions:

(1) Do you consider furniture suitable for Christmas gifts?

(2) Do you make a special effort at Christmas?

(3) Have you found it profitable?

(4) Should every furniture dealer make a special effort?

(5) What line does your Christmas effort take?

(6) Will you outline briefly what your plans are for the coming Christmas Season

And here are some of the replies:

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### Each Year It Goes Stronger

Sydney, Nova Scotia.

Dear Sirs:

Yes we make a special effort at Christmas. Have been doing so for many years and **each year we find it goes stronger.**

We certainly do consider that furniture makes suitable Christmas gifts. Gifts of furniture are so attractive, so sensible, so lasting, that any dealer, if he makes an effort, should be able to double his business during Christmas season.

There is hardly anything more fascinating to women of good taste than fine furniture and after all you know the women are the buyers.

On the first of December, we start and give our store, our windows and our advertisements a Christmas like appearance so that our visitors, the passers-by and the newspaper readers will be struck with the fact that it's Christmas time at this store at least.

We remove all our dining room and living room furniture from our lower floor and, in its place, we show all the nicest gift pieces we have. A good space is reserved for the children's stuff. **It is astonishing what they will buy for their kiddies.** We buy quite heavy on the children's line and very seldom have anything left over.

We decorate our store and windows with green stuff and always have a special Santa Claus window for the young folks. In our advertisements we usually use a fancy border or other Christmas decoration—not too elaborate though, so that the border will detract from what we have to sell.

The advertising is very important and should be done carefully. Let every ad. be the best that's in you. Change them at least three times a week. Attractive cuts with prices are good. Have children's ads. Have ads. for the women, others for the men, others for the home, etc.

There is one kind of an ad. that we have used from which **we have always had immediate and direct results.** It is merely a classified list of suitable pieces for gifts with the briefest description of each article and the price. We classify them in the ad. according to price under the headings: from 1 to 2 dollars; from 2 to 3 dollars, and so on; either a two or three column space with no illustrations, except, perhaps, a decorative cut at the top or a fancy border. This makes quite a

(Continued on page 54)

# Christmas



Walnut Taborette—Andrew Malcolm Co.



Tea Wagon—Coombe Furniture Co.



Varied Sizes—Baetz Bros.



Gate Table—North American Bent Chair Co.



Magazine Table—Elimira Furniture Co.



Smokers Outfit
Knechtel Furniture Co.



Walnut Tea Wagon—Baetz Bros.

# Christmas



Sewing Cabinet—Mundell & Co.



Gate Table—North American Bent Chair Co.

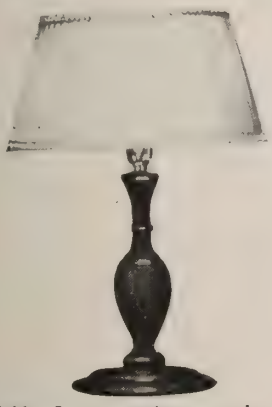


Table Lamp, various woods—
Baetz Bros.



Tray Table—Baetz Bros.



Wicker Work Basket—
Canada Furniture Co.



Fern Stand—Canada Furniture Co.



Walnut Flower Stand—Baetz Bros.

# Christmas

large ad. and it takes considerable time to prepare, but we find it pays.

Illustrated folders and personal letters are also good to help the Christmas drive, but we usually depend altogether on the daily newspapers for our advertising.

Yours truly,
P. R. Smith,
Wright's Limited.

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### Considers Questions Timely

St. Thomas, Ont.

Gentlemen:

We are in receipt of your letter of September 30th, and in reply would say that your questions are very apt at the present time.

Question No. 1—We do.

Question No. 2—We do.

Question No. 3—We have found it profitable.

Question No. 4—Yes.

Question No. 5—We concentrate on different lines throughout the season.

Question No. 6—Advertising and show windows are made to work in conjunction with one another and we feature special articles in the store, giving special attention to highly advertised lines and novelties.

Yours truly,
F. R. Pearson,
Baldwin, Robinson, Ltd.

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### Yes, Yes, Yes, Yes

Picton, Ont.

Dear Sirs:

Do I consider furniture suitable for Christmas gifts? Yes.

Do I make a special effort at Christmas? Yes.

Have you found it profitable? Yes.

Should every furniture dealer make a special effort? Yes.

What line does my Christmas effort take? Chesterfields, chairs, jardinieres, etc.

Yours truly,
Hicks and Irvine.

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### Have Not Sat Back

Bowmanville, Ont.

Dear Sirs:

In answer to your letter of Sept. 30th, re. "More Christmas Business" would say that in regard to the Furniture Business here we have not sat back and let it pass to some other line. Instead, for a great many years, we have made a very special bid for business at Christmas, and have received a good generous part of same and December is always a very busy month for us. The last two days before Christmas our delivery outfits are usually on the go all day until midnight each day.

Yes, I consider furniture very suitable for Christmas gifts for both old and young.

Yes, we make a special effort.

Yes, very satisfactory indeed.

Should every furniture dealer make a special effort? Well I would think it was up to each individual dealer, if he felt like making a little extra effort I believe it would pay in one store as well as another.

For the Christmas season I add a few special lines to my regular lines, such as children' furniture, toys, (doll carriages, automobiles, velocipedes, shoofly rockers, kiddie kars, wagons, etc.) lamps, smokers, tea wagons, etc.

We also do special advertising for Christmas trade, either by special circulars or through our local papers.

Our Christmas sales are not confined to small articles only, as we deliver, Christmas eve, articles from 25 cents up to bed room suites complete, chesterfield suites, victrolas, and all other staple lines of furniture. We find each year differs as to lines of small goods we sell; in fact we try to have different lines each year as we find it better, and the same customers can buy each year for grown-ups or children and have something very useful not only for Christmas but for all the year to come.

Yours truly,
F. F. Morris,
F. F. Morris Co.

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### Finds it Profitable

Hamilton, Ont.

Gentlemen:

Your circular letter for **more Christmas business** to hand and we wish to answer your questions:

1. Do you consider furniture suitable for Christmas gifts?
   Yes we think furniture is the most suitable Chritmas gift in any home.
2. Do you make a special effort at Christmas?
   We do. Such things as small pieces of furniture.
3. Have you found it profitable?
   Quite profitable.
4. Should every furniture dealer make a special effort?
   Yes they should.
5. What line does your Christmas effort take?
   We specialize on such small things as dolls' carriages, automobiles, tricycles, kindergarden sets, etc.

# Christmas

6. Will you outline briefly what your plans are for the coming Christmas season?
We have not any particular plans but we generally advertise, a month before, special goods that are suitable for Christmas gifts.

Yours truly,
M. Epstein,
Dominion House Furnishing Co.

### Should be Only One Opinion

St. John, N. B.

Dear Sirs:

We have been going after the Christmas gift trade so long and so regularly, that it would never occur to me that there could be any difference of opinion, on the subject.

I certainly consider furniture suitable for Christmas gifts; in fact, our slogan at that season in newspaper advertising is that it is the only practical gift, a "constant reminder of the giver," etc.

I always lay in an extra stock of special gift pieces for the Christmas trade, and usually clear away or set back some of the more every-day articles and bring forward such things as smoking stands, work tables, card tables, pedestals, piano lamps, ornaments, magazine stands, etc.

We show them off as well as possible, both on the floor and in the window, and have always found that this paid, in fact, December is usually second only to May for the value, or amount of the monthly sales.

Being made up of so many smaller sales than other months, we are even busier in proportion than when handling the ordinary lines of household furniture, but it is certainly worth while, and every furniture dealer should endeavor to educate the public to buy sensible gifts that will endure.

Last year I had a large Christmas tree, well trimmed, in the window, with a large cut-out of Santa Claus, life size, standing near it, and showed all around, and even on the tree, gifts suitable mainly for the children.

As everyone knows, there is a big business to be done in hobby horses, kiddy cars, doll carriages, kindergarten sets, etc.

Yours truly,
A. Ernest Everett.

### Real Live Salesmen, Too

Sudbury, Ont.

Gentlemen:

We have your letter of September 30th., in which is asked a number of questions in regard to furniture for Christmas, etc. We wish to supply the following answers to these questions:

1. Do you consider furniture suitable for Christmas gifts?
Answer. Yes.
2. Do you make a special effort at Christmas?
Answer. Yes.
3. Have you found it profitable?
Answer. Yes.
4. Should every furniture dealer make a special effort?
Answer. Yes.
5. What line does your Christmas effort take?
Answer. Piano lamps, table lamps, and small boudoir lamps, jardinieres in brass and earthenware, jardiniere stands, small centre and library tables, special Christmas pictures, children's sleds, doll carriages, large chairs and rockers, smoking sets and sewing baskets, phonographs.
6. Will you outline briefly what your plans are for the coming Christmas season?
Answer. Our plans for the coming Christmas season are: To make our main floor a place to display all articles we consider suitable for Christmas presents. To decorate with holly and Christmas decorations in such a way as to impress upon everyone the real idea of Christmas. To run attractive Christmas advertisements. To put real live salesmen on our floors to make suggestions. To carry a well assorted stock of the lines mentioned in the answer to question No. 5.

Yours very truly,
F. C. Henry,
J. G. Henry, Ltd.

### Start Advertising in November

Harriston, Ont.

Gentlemen:—

Our store has always made a special effort to sell furniture for Christmas gifts. That it has been a success is proven by the volume of our sales for the month of December.

We attribute this to the fact that we go after the business, and each succeeding year increase the amount we sell.

Careful buying, special advertising, window displays, and courteous service to every customer makes December one of our biggest months of business.

In selecting our stock, we take into consideration our location, the homes and buying power of our customers. Located in a country town of less than 1,300 population, with two larger towns in a radius of 10 miles and surrounded on all sides with other furniture

Continued on page 58

# Christmas



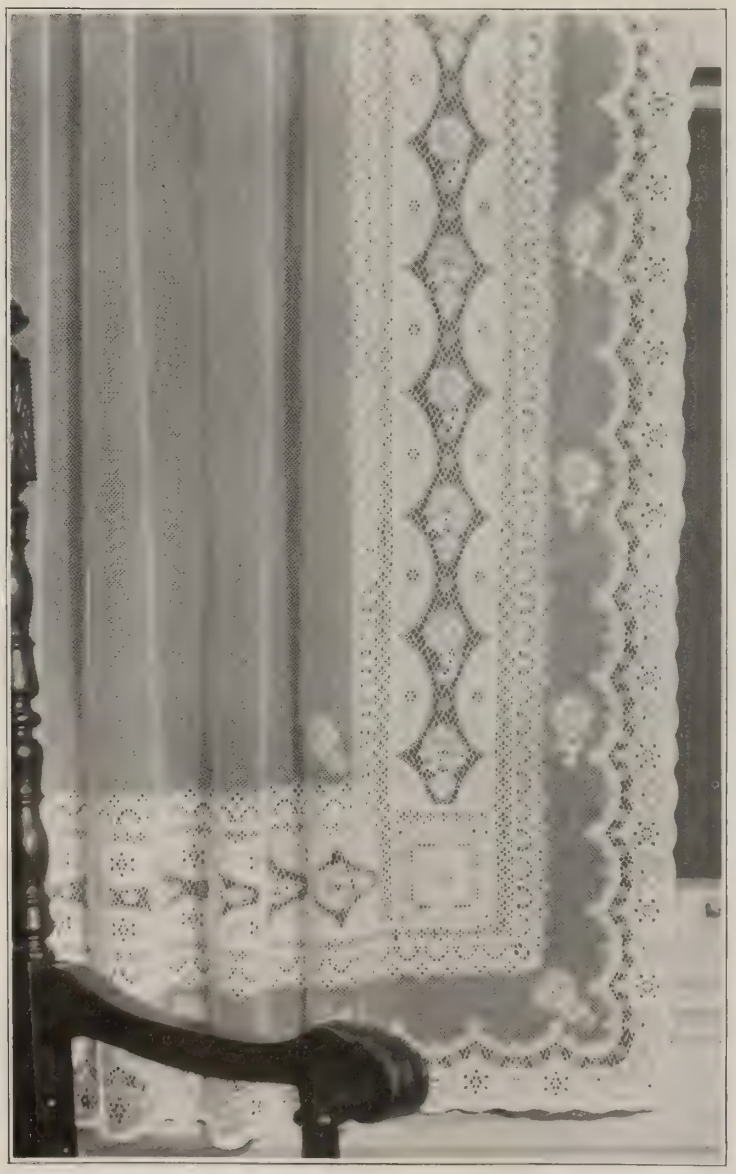
Tea Wagon—Canada Furniture Co



Telephone Table—Elmira Furniture Co.



Curate, different woods—Andrew Malcolm Co.



Draperies—Daly & Morin



Walnut Jardiniere Stand—Elmira Furniture Co.



Smoker Set—Mundell & Co.

# *Christmas*



Smoker Set—Mundell & Co.



Windsor Arm Chair—North American Bent Chair Co.



"Period" chair—Krug Furniture Co.



Floor Lamp—Baetz Bros.



Smoker Stand—Mundell & Co.



Fireside Bench—Elmira Furniture Co.



Floor Lamp Mahogany or Walnut—Baetz Bros.

# Christmas

stores, we find our Christmas trade very profitable.

Our advertising campaign starts out the last week in November with special Christmas advertising in our own local weekly paper and also in the weekly papers in the surrounding villages.

The second week in December we mail, to every home, an illustrated circular, showing a reasonable priced line of both useful and ornamental pieces of furniture, besides a special line of toy furniture. We also mail to a selected list an illustrated circular of better class pieces, accompanied by a personal letter.

The first week of December we make a window display of Christmas gifts. This window is changed weekly until the last week before Christmas, when we change the window twice, putting in a special Chritsmas window about December 22nd.

The main floor of our store has a well assorted stock of suitable gift pieces and marked at moderate prices.

We also pack and deliver free of charge all purchases made. This feature not only increases our Christmas business but makes new regular customers.

This year our general plans are the same, with perhaps a special advertising feature to make our campaign different from usual.

Youre truly,
C. L. Eedy.

### Windows Pay Best

St. Marys, Ont.

Dear Sirs:

Besides the answers given on enclosed sheet and answering last question.* I have ordered a number of "Gift Furniture" leaflets which I intend to mail out to customers. Not alone to customers but to all who might possibly be interested in furniture as a gift.

I also use some extra space in our weekly paper for some time before Christmas week.

I also make good use of my large windows. I believe this is one of the best advertising stunts that can be used. The window, I believe, pays me better than anything else I can do.

Yours truly
N. L. Brandon.

### Must Know Your Customers

Havelock, Ont.

Gentlemen:

Yours of September 30 received and noted. To your first 4 questions my answer is yes! To 5, my lines are mostly from general stock such as easy rockers and arm chairs, including the cheaper as well as the upholstered lines, couches, music cabinets, ladies' desks and other lines that I have found to be ready sellers. Of course, I always carry these in stock but at the holiday season I aim to have some of the best upholstered lines with Marshall cushions and I carry a larger stock. Then if sales are not as numerous as I expected, it is only a matter of a little extra effort to get them off. This will also explain my plan for this year. Of course I always carry a good line of children's rockers and chairs, as well as doll carriages and kindergarden sets.

You will also understand what may be good selling goods with me might not sell at all 15 miles from here. This is the case with several dealers I have talked furniture with. I might say I just received a circular from a manufacturer containing cuts of some 60 pieces of holiday gifts and after looking it over I came to the conclusion that not more than 5 of the 60 will be sellers in the ordinary town or village. And I think, most dealers can find good useful pieces of furniture for the holiday trade in the general lines and with careful study and past experience in selecting such articles can make some extra money and have satisfied customers. I have found this to be so.

Respectfully yours
W. T. Curtis

### Others Getting in Ahead

Hamilton, Ont

Gentlemen:

I have your letter of Sept. 30th. and in answer to the same, regarding furniture for Christmas, I might say to you that the furniture dealers in Hamilton are having a week from October 23rd. to the 28th., both days included, and by the appearance of things it looks as though this is going to be a success. Practically every dealer in the city has signified his willingness to come in. It is not much to make sales as to introduce to people the novelties in house furnishings and the different grades of furniture.

The Home Bureau are taking quite an active part in this work also, and with the cooperation of the dealers and the Home Bureau we are anticipating that we will be able to make a fairly decent showing.

This week is being held, so far as I am personally concerned, as a sort of education for people to buy furniture for Christmas in place of other goods. The furniture men have been the laughing stock of the community in which they live for a good many years back for not reaching or making any special effort to get people to buy furniture for Christmas. The jewellers and gents' fur-

*Mr. Brandon answers question 1, 2, 3 and 4 with decided affirmatives. To 5 he replies: Phonographs, pictures, lamps, library tables and a full line of furniture.

# Christmas

nishing people and almost every other line have gone after Christmas business while the furniture men have been sitting down. We tried one season to get the people interested but we stood alone, so naturally could not make it go, although of course we had a certain amount of sales that came to us through this special effort that we put forth.

There is no question of a doubt at all that if the furniture men as a whole would go after Christmas business, there is no reason why they should not get it. There is nothing that is any more useful and is more appreciated and there is nothing that will last any longer and give people good service than furniture. The jewellers have been selling pieces of ivory and cut glass and a lot of nonsensical stuff that is practically of no use, while the most practical thing of all has been lost thought of, simply because the furniture men have let somebody else get in ahead of them and get all the trade.

I hope you will put forth an extra effort from now until Christmas in your Journal, pounding and hammering the retail furniture men to liven up for Christmas trade. We have always at Christmas time, for a number of years back, made a special effort on toys and even if we do say it ourselves, we are the largest toy dealers in the city of Hamilton at Christmas time. We sell more expensive doll cabs and things of that kind than any one store here and we have the reputation of handling a better class of toys for Christmas trade. We are going after it again this year stronger than ever and couple that with this furniture week, if it is a success, I think the furniture men here will be quite willing to make a little extra effort at Christmas time for Christmas business.

Yours truly
G. O. Luke
Metropolitan Furniture Co.

### Looking for Light

Caledon East, Ont.

Dear Sirs:—

Re-Christmas Business—I consider Furniture suitable for Christmas gifts, but have made very little special effort. While I think I should have done some special advertising in local papers, I would like to know of some better way. Have not thought much of what I shall do this year, but was thinking of something in the way of a large circular—six or eight pages, catalogue style, or a larger one similar to what you have outlined in your September number of Furniture World. But not too much of the expensive nic-nac stuff, and some good medium priced bed-room, dining-room, kitchen, living-room, and den furniture—and they should be out this month.

Hoping that this will be of service to you
Yours very truly
J. A. Donaldson

### A Very Large Christmas Trade

Kingston, Ont.

Gentlemen:

Your circular of more Christmas Business, received, I might say that we have acquired a very large Christmas trade, of general lines of furniture, stimulated with a few gifts of childrens' toys, which draw people to your store, during the Christmas season, which you would not have attracted throughout the year. We have found that it has worked out wonderfully, and I find that the class of gifts are made up of a more useful line of articles. I rather think it is up to the dealer to feature furniture during the holiday season.

Hoping that your efforts will meet with success.

Respectfully yours,
James Reid



Decorative Screen—Stratford Mfg. Co.

*Christmas*

# What Will You Sell for Christmas?

## FURNITURE

Bedroom suites
Benches
Book cases
Book racks
Cabinets
Cedar chests
Chairs
Chesterfields
Chesterfield tables
Costumers
Curates
Davenports
Dining-room suites
Fern stands
Foot rests
Jardiniere stands
Kitchen cabinets
Library tables
Linoleums
Magazine stands
Medicine cabinets
Music cabinets
Newspaper racks
Piano benches
Record cabinets
Screens
Secretarys
Settees
Sewing cabinets
Smoking sets
Taborettes
Tea tables
Tea wagons
Telephone tables
Umbrella stands
Wastepaper baskets
Wicker furniture
Wine cabinets
Writing desks

## ACCESSORIES

Andirons
Baby carriages
Book ends
Candle sticks
Carpets
Carpet sweepers
Child's furniture
China ware
Coal boxes
Curtains
Cushions
Cushion covers
Decorative pottery
Doll carriages
Eiderdowns
Electrical appliances
Electric vacuum cleaners
Electric washing machines
Fireplace screens
Floor lamps
Furniture and floor waxes
Furniture polishes
Grand-father clocks
Grates
Hand sleighs
Hobby horses
Jardinieres
Kiddie cars
Mattresses
Mirrors
Phonographs
Pictures (Framed)
Picture frames
Refrigerators
Rugs
Table lamps
Table pads
Tapestries
Toilet ware

# Christmas



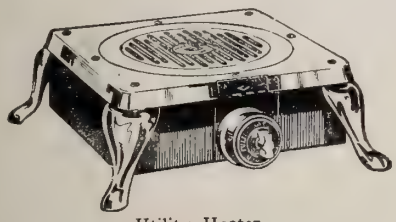
Table Lamp



Table Lamp



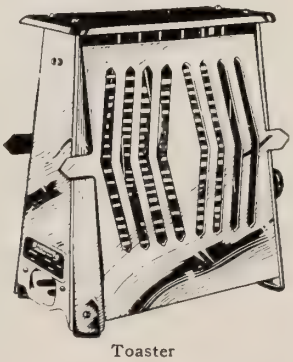
Utility Lamp



Utility Heater



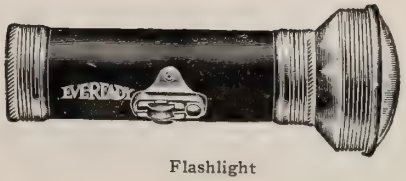
Percolator



Toaster



Chafing Dish



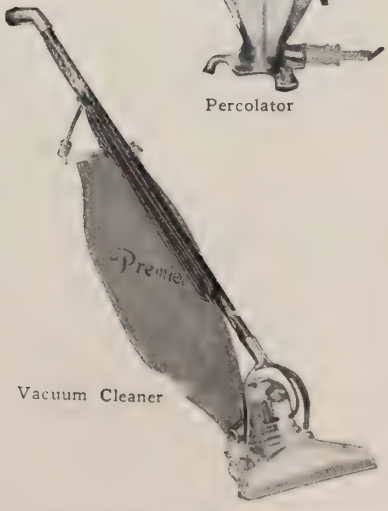

Flashlight



Percolator



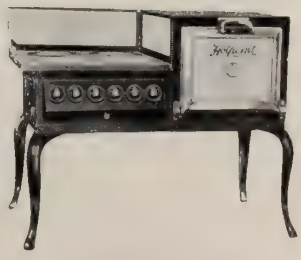
Travelling Outfit




Vacuum Cleaner



Electric Iron



Electric Range

Cuts Courtesy Canadian General Electric Co.

# Christmas



Library Table—Canada Furniture Mfrs.



Elite Table—Hourd & Co., London




One of many models



Child's Desk—Stratford Mfg. Co.



Blackboard—Stratford Mfg. Co.

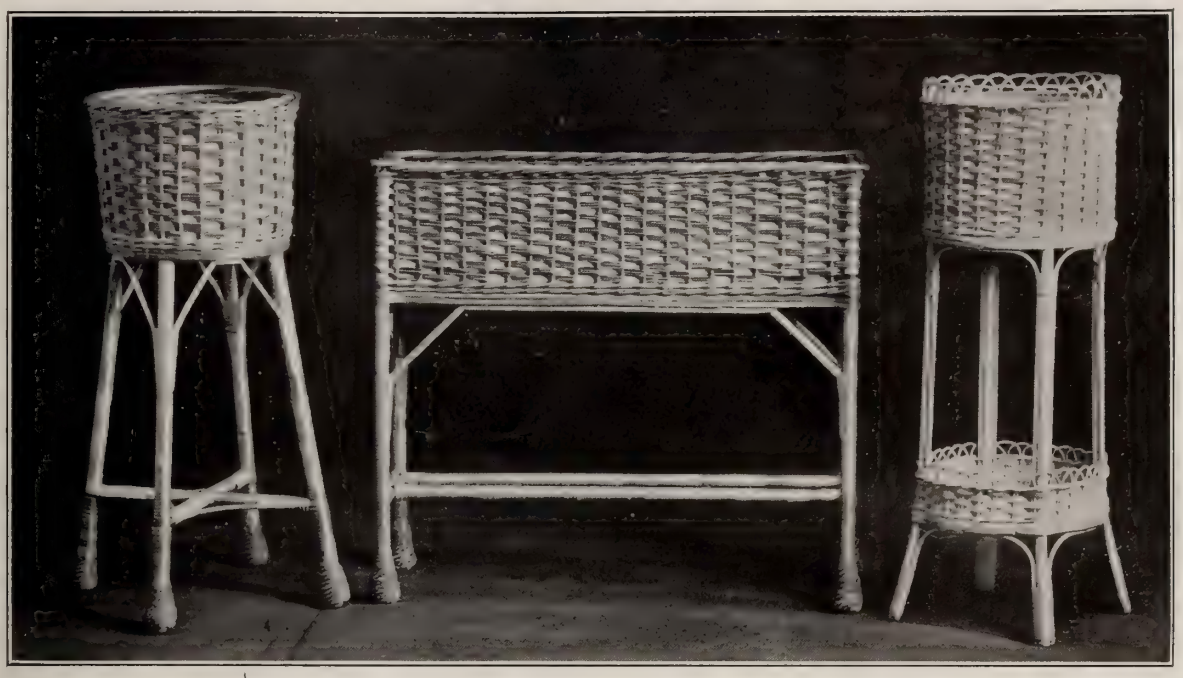


Bedroom Lamp

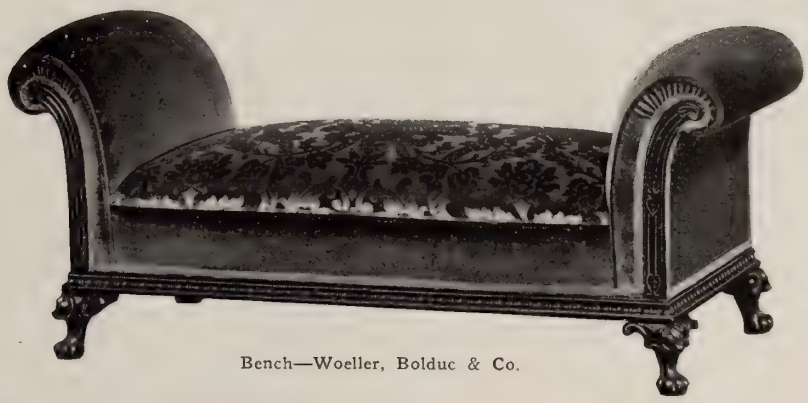



The Lightning Express

# Christmas



Willow Furniture—Brantford Willow Works



Bench—Woeller, Bolduc & Co.



Montreal Upholstering Co.

# Christmas



Art Mirror—Girl with Muff



Art Mirror



Art Mirror with "Old Master" Subject



"Mrs. Siddons"



"Hope"

Cuts by Courtesy Phillips Mfg. Co.

# Christmas



Draperies—Daly & Morin



Cabinet—Lippert Furniture Co.



Red Gum, Walnut or Mahogany Library Table—Knechtel Furniture Co



Chesterfield—Specialty Upholstering Co.

# Christmas



"Period" type Grafonola—Columbia Graphophone Co.



Type L. Upright Grafonola
—Columbia Graphophone Co.



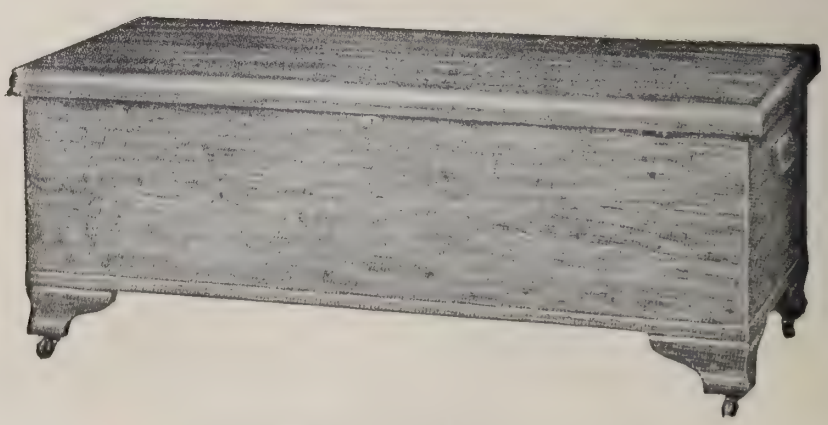
Walnut Davenport End Table
McLagan Furniture Co.



Bedroom Chair—Ball Furniture Co.



Child's Windsor—Ball Furniture Co.



Cedar Chest—J. H. Connor & Son

# Christmas



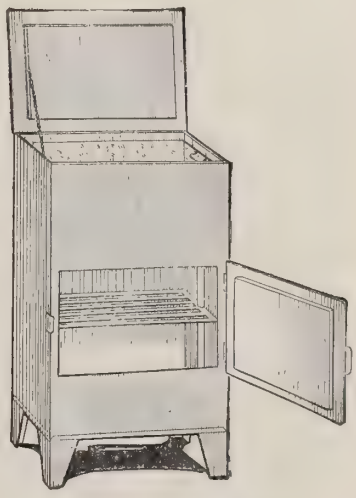
Imperial Rattan Co.



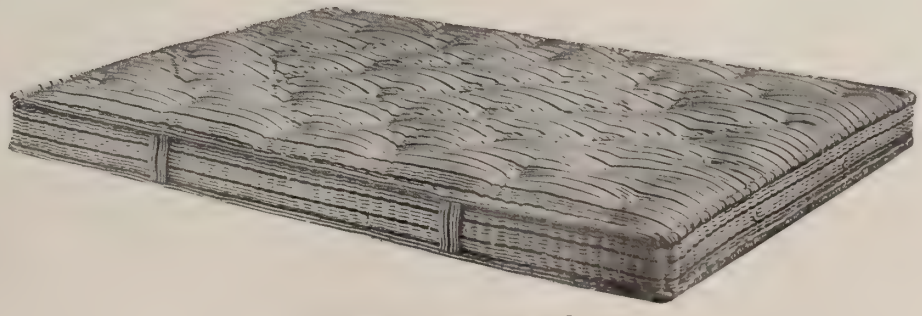
Dining Room Chair—Stratford Chair Co.



Buffet—Stratford Chair Co.



Refrigerator—Soren Bros.



Mattress—Fischman Spring Co.

# Christmas



Baby Carriage—Heywood Wakefield Co.



Medicine Cabinet—Meaford Mfg. Co.



Refrigerator—Soren Bros.



Desk—Meaford Mfg. Co.



Costumer—Meaford Mfg. Co.

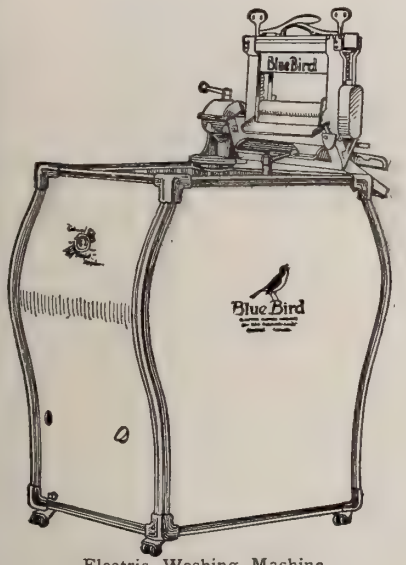


Combined bookcase and desk—Globe-Wernicke Co



Desk—Globe-Wernicke Co.

# Christmas




Electric Washing Machine



Radio Receiving Set



Christmas Tree Lights



Chair, Breakfast, Secretary or Hall.
Knechtel Furniture Co.



**No 241 Dresser**
Malcolm & Souter Mfg. Co.

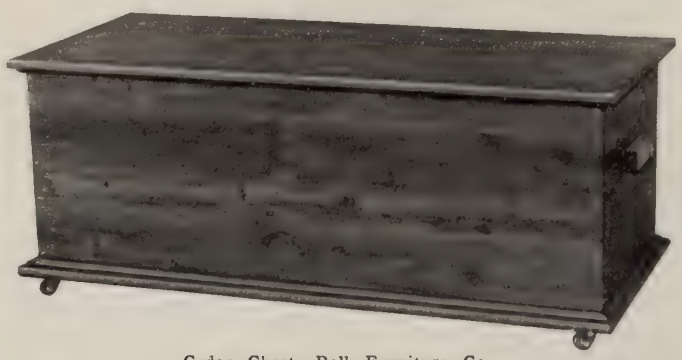


Tabourette—Knechtel Furniture Co.




Miniatures of the work of Geo. Morland—Matthews Bros., Toronto

# Christmas



Cedar Chest—Ball Furniture Co.



Smoker Stand, Walnut—McLagan Furniture Co.



Queen City Furniture Co.



Console Table and Mirror—McLagan Furniture Co.



Wired tea tables are very popular

# Forty-nine Years in the Furniture Business

## We Should Like to Hear if Anyone Can Beat This Record

Forty-nine years in the furniture business is a record of which few men can boast. Furniture retailers will be interested to note that this is the record of Mr. A. G. Schreiter, founder and owner of Schreiters Limited, specialists in home furnishings, Kitchener, Ont. Mr. Schreiter started in the furniture business in 1873. Over a period of fourteen years he was foreman of the Simpson factory, after which he started out in business for himself. The evidence of his success is the present store. It is commodious and stocked with furniture which is noted for its variety and quality.

Asked as to what he attributes his success, Mr. Schreiter remarked, "the carrying out of my early



Mr. A. G. Schreiter

training in thoroughness. What is worth doing at all is worth, not only doing well, but doing a little better than is expected."

Mr. Schreiter's original store was located at 52 King Street. His firm now occupies its own building—five storeys high, covering 15,000 square feet, filled with medium and high class furniture.

Mr. Schreiter is looking forward to a period of greater leisure and less business responsibility. His sons Mr. Armand A. Schreiter and Mr. Herbert C. Schreiter are carrying an increasing share of the load, and at the same time maintaining the traditions of the store.

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## Widely Popular in Woodstock

E. F. Meadows, of Woodstock, Ont., has opened up a new Funeral Home at 21 Wellington St. North. He is well situated, only one block from the main st. and is in one of the finest residential sections of the city. He has been associated with the business since 1904, and is a representative and substantial business man, an active member of the Woodstock Board of Trade and widely popular in commercial and social circles of his city.

# Who Are Your Competitors?

## London Furniture Dealers Have Discovered the Answer:—All Furniture Dealers Are Partners

The Furniture Dealers of the city of London have just done something that is worth talking about. Not that the London dealers have not always been progressive merchants, but this time they've put something "across" that is real good.

In a word—they have started "working together."

Generally speaking, the retail merchant thinks of the other merchants in the same line of trade as himself as his "competitors." There is a better and more profitable viewpoint than this however. John Smith's real competitor is not James Brown, another furniture dealer 'round the corner, but James Brown the haberdasher, the automobile salesman or the real estate agent.

A furniture dealer's competitor is anyone who urges the expenditure of money on commodities not carried by the furniture store. In the same light all furniture dealers are partners because they are working to the same end—the sale of more furniture and more furnishings.

The London furniture dealers caught this spirit and so they got together and said. "Let's put on a furniture week. Let's combine our efforts and concentrate on this one idea of "Better furnished homes." Let us advertise it in the local press, talk it to our customers, make special prices as an added inducement and, above all, let's dress up our stores and windows so that the general public will look, as well as listen."

Backed by the "Home Furnishing Bureau" of the Furniture Manufacturers Association, through its capable manager Mr. T. Lyle Blogg, the London furniture merchants during the week October 9-14 forced the whole population of that city to concentrate it's attention on furniture and furnishings to the end that they should all be enthused with the desire to furnish their homes better, more artistically, more cosily—and the campaign has proven a wonderful success.

On other pages of this issue we show photographs of four of the best window displays of London furniture merchants.

In our next issue we shall describe the actual workings of the campaign in more detail.

The London merchants are very happy over the results.

## Period Furniture

# The Charm of Jacobean Design

***There Is a Noticeable Growth of Interest in Period Furniture on the Part of the General Public—First Article of Series—We Would Welcome Letters from Our Readers, Either Discussions or Criticisms.***

The Jacobean or Stuart Period includes roughly all furniture made between 1603-1688, during the reigns of James I and II, the Commonwealth and Charles I and II, but as a distinct change in style took place in the middle of this period, it is again frequently sub-divided into three periods—Jacobean proper, Cromwellian and the Carolean Period. The word Jacobean comes from Jacobus, which is Latin for James.

### Oak Predominant

During the whole of the Jacobean period, oak, England's national timber, was almost the only wood used in English furniture, though towards the latter part of the period, beginning about the time of Charles I, when the habits of the people turned more to the artistic side of life and comfort of the home, we find the introduction of walnut and other woods which lent themselves to more delicate work.

The style of the Jacobean furniture followed the line of the immediately preceding Elizabethan, but designs and ornaments became more severe. The structure of the furniture was solid and rectangular, and articles standing on legs were heavily underbraced. The legs of tables and chairs were absolutely perpendicular, the chair-backs straight, and seats flat. Chief of the characteristics of this period were straight legs, chamfered, turned or twisted in shape; geometrical arrangements of panelling, such as lozenge-shaped panel within a square or rectangle surrounded by four L-shaped panels. The Gothic style is seen very little during this period; carved figures also disappeared, being supplanted by flower carving. It is during this period that we find the English carpenter making a real attempt at undercutting and surface modelling, but grace and finish are lacking, for his tool marks can be plainly seen on any of the old pieces of furniture; the V and gouge were the chief tools used. This is probably the most outstanding feature in the old English furniture work. The flute, reed, rose, acanthus and strapping are among the most used designs of the Jacobean Period.

### Chairs

Chairs in the early part of the Jacobean Period were still uncommon among the poorer classes, and even with the more wealthy classes they were not too common. This accounts for the frequent use of stools and forms. Among the chairs used, the wainscot or panelled-back chair was the most characteristic of the early part of the period. This type was carved, turned and inlaid. Another distinguishing feature of chairs of this period was the height of the seats from the ground, with a rest bar for the feet. Cane-backed chairs first appeared in this period. Chairs made of walnut began to come into vogue during the reign of Charles I. These were more ornamental, being well decorated with carving and twisted legs.

There were many variations of cupboards, —the court cupboard and press cupboard, some closed in front; another form opened below, being merely an elevated chest resting on spiral, turned, or carved supports. These were the favorite pieces of furniture of the Jacobean Period. Later in the period the drawer was introduced. Dressers, or bread and cheese cupboardds, belonged more to the commoners; they were heavily built and also well carved.

### Tables

Tables of this period were long—called refectory tables—but narrow; their structure follows the trend of the furniture of that time. We have both the draw table and the gate-leg table with drop leaves, or leaf; this latter is very typical of the Jacobean Period. The gate-leg table is supported by legs which move from under and support the drop leaves or leaf. These tables were made in shapes, oval, round, and three cornered. The ornamentation was the same as prevailed elsewhere during the period, namely carving and spiral legs, as well as "cup and cover" bulbous legs.

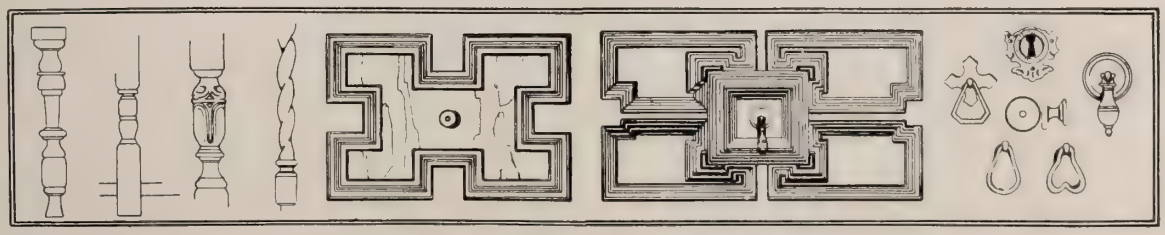
The stand-up clock case or grandfather's clock was first introduced in the seventeenth Century; the mirror and bedstead, the latter of heavy oak and much carved, were coming into more frequent use, and a distinct change in furniture styles with greater luxury, grace, and ornateness was evident. We find that toward the end of the century the foreign influences began to show themselves more and more.

# Period Furniture



A Jacobean fireplace, panelled wall and mantle shelf, showing the artistic carving, in relief, of that period

***Jacobean Period Characteristics—Oak; simple lines; squat and low; bun and ball feet; spiral turning; high backed chairs; developing into much carving, fine caning and upholstery.***



Typical ornamental legs, geometrical panels and brass knobs of the Jacobean period

# Winnipeg Homes



*A well furnished dining room in one of Winnipeg's best private homes. Note the Semi-paneled walls, the cosy nook for the sideboard and the clever and decorative cubboard arrangements. Mahogany and White in attractive combination*

# What is the Cost of Good Illumination?

## How Much Does the Lighting of a Show Window Cost As Compared to the Total Cost of Such a Window?

To determine that we must find out first, "How much does a show window cost?" The average show window floor space costs approximately 10% yearly of the entire store rental, and to this rental cost must be added the cost of window front, plate glass, flooring, window lettering and fixtures, which amounts to approximately $60,00 per foot of store front. The cost of lighting the show window is approximately $10.00 per foot per year of store front. The cost of current and lamp renewals is approximately $3.30 per foot of store front per year. Adding all of this together we find that the cost of a show window for a small store 30 ft. by 50 ft. renting for $5.00 per square foot per year is:

| | |
|---|---|
| Rental (30′ x 4′) at $5.00 per sq. ft. .... | $600.00 |
| Interest on cost of window construction $60.00 x 30—$1,800.00 at 6% ..... | 108.00 |
| Interest on cost of lighting equipment 30′ x $10.00—$300.00 at 6% ..... | 18.00 |
| Cost of current and lamp renewals $3.30 x 30 ..... | 99.00 |
| | $825.00 |

This does not include the cost occasioned by trimming, maintenance, and minor overhead charges.

The show window for this small store costs $825.00 per year, or $68.00 per month. Of this amount the lighting equipment charge is only 2.3% of the total cost, and yet in this item lies largely the effectiveness of the show window. In other words, for every dollar spent to provide a window display, less than 2.5 cents goes against lighting equipment and cost of its installation. Does it not seem to you unwise to look upon an elimination of a portion of this 2.5 cents element of the cost as an economy, when doing so will probably seriously mar the effectiveness of the entire investment?

### What is a Show Window For?

A show window is installed for the purpose of advertising merchandise, and thereby creating sales. It is not enough that the profit on sales traceable to show window advertising just meets the cost of such advertising. It must do more than this to be worth while. Several progressive stores determine the cost per day of their show windows, and demand that the profits due to sales directly traceable to the advertising value of the window be at least double the window cost. They find that with the best window illumination, and an attractive arrangement of merchandise that this requirement is easily met.

In selecting lighting equipment for show windows the following points must be given the most careful consideration:—

**1. Efficiency**—Do the lighting units reflect the largest proportion of the total lumens generated by the lamp onto the goods on display, or is the absorption factor high?

**2. Intensity**—It is most important to use the proper intensity. In this connection there are outside factors to be considered, as for instance the location of the store and its surroundings. The store on the main streets of the downtown district which is usually brightly illuminated requires higher intensity than the store in a country place or in a residential district. The intensity should be properly suited to the character of the display. For instance a high level of illumination is required for men's furnishings, while on the other hand the illumination of a furniture store display should be at a much lower intensity to avoid back glare and especially so as to bring the displayed furniture more in harmony with the lighting conditions which would prevail if such furniture were in the home. Under this head of intensity I must mention color lighting. Whenever color lighting is to be considered increased current consumption should be provided for in the wiring, because red color filters or globes absorb up to 65% while blue ones may absorb as much as 90%.

**3. Distribution**—Do the units reflect the light in the proper direction so as to deliver the maximum possible on the goods and illuminate the display uniformly? Do they adapt themselves to the particular kind of window whether it be shallow or deep; wide or narrow; high or low?

**4. Reflected and Direct Glare**—Do the reflectors hide the lamp filament, so that it cannot be seen when used in open back, mirrored back or island windows?

**5. Depreciation**—Does the reflecting surface tarnish, chip, rust or peel off, or is it permanent in nature?

**6. Color of the Light**—Does the reflector change the color of the light as emitted by the lamp or does it reflect the same pure light as received, or can the color of the light be quickly changed at will to any predetermined color?

Under this head I would like again to comment on color in window lighting. It enhances greatly the attractiveness of the window as a whole, makes it stand out very prominently, and often helps to bring out the beauty in the colors of the displayed goods not obtainable in any other way. Care, however, must be taken to use colors in harmony with the merchandise or the season, if it is intended to trim the window for such seasonal occasions as Christmas, Easter, Halloween, etc. Various holidays are always associated in the public mind with certain colors as:—

Christmas with red and green.
New Year with red and green.
Easter with white.
King's Birthday with red, white and blue.
St. Patrick's Day with green.
Dominion Day with red, white and blue.
Thanksgiving with amber.
Halloween with yellow and black.

### Value of Color Lighting

Be sure when planning a window display to follow these suggestions. For example, if you are displaying women's lingerie where most of the garments were pink and white, pink light would be most appropriate, and could be obtained by using red color filters on alternate outlets, the red and white light

would produce a pink light. The pink light would accentuate the dainty softness of the garments.

It is known that colored light affects and stimulates the emotions. This effect of color on the emotions is the result of continued association of ideas and is particularly marked when the color is presented by means of light—possibly a survival of the primitive instincts of our Sun-worshipping ancestors.

We might interpret the most important colors as follows:

**Red**—The most striking and lively color. Suggests action, fire, passion, tragedy, heat, danger.

**Rose**—Soft and inviting. Suggests health, beauty, love.

**Orange**—Vivid and gay. Suggests warmth, the autumn.

**Yellow**—Cheerful and inspiring. Suggests light, sunshine, happiness, springtime.

**Green**—Cool and refreshing. Restful and soothing to the eye. Suggests life, vigor, youth, summer and outdoors.

**Blue**—Soothing and subduing. Suggests coldness, the night, moonlight, winter, symolic of truth, fidelity, dignity, stability.

**Purple**—A rich and royal color. Suggests luxury, splendour, dignity, or may give a sombre or mysterious impression.

**White**—Suggests light, purity, cleanliness, peace.

So we might classify the merchandise that can be most effectively displayed in relation to the several different more important colors as follows:

**Red**—Fire-arms, fire extinguishers, fire-proof material.

**Rose**—Women's wear, lingerie, toilet articles, home furnshings.

**Orange**—Heating appliances of all sorts, fall merchandise sales.

**Yellow**—Hats, shoes, men's and women's clothing, furniture, rugs, interior decorations, automobiles, trunks and leather goods, candies and groceries, photographs and pianos.

**Green**—Raincoats, umbrellas, rubber goods, bathing suits, sporting goods, optical supplies, vacation supplies, summer clothing.

**Blue**—White goods, hardware, glassware, silverware, diamonds, electrical appliances and fans, refrigerators, enamel-ware, modern types of ranges (to emphasize coolness), summer sales of winter clothing. The intelligent use of color in light depends on one of the fundamental laws of lighting. "Colored objects reflect light of their own colors, and absorb light of other colors."

For instance—red light on pink roses makes them appear as of a beautifully deep red. Blue light on the same roses will make them look **black.**

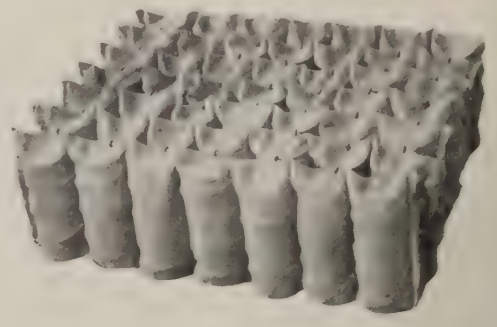
Now coming back to the requirements for proper reflector equipment, the seventh and last point.

7. **Breakage**—Is the reflector of strong cross section so that it will reduce breakage to a minimum, or is it fragile?

All of these several points should be carefully observed and the equipment that will rate the highest at the lowest price is obviously the one to use.

# Current Trade News

The Lion Safety Spring Co. Ltd., has recently opened a factory at Sussex Mews, Toronto, for the manufacture of the Lion safety spring. This spring has a number of new features, the manufac-



turers claim, one of which prevents the mattress from spreading. C. Gertzbein is the president and manager of the company.

### Progress Spring Bed Mfg. Co.

The Progress Spring Bed Manufacturing Company have taken over the Canadian Spring Bed Manufacturing Company, who were located at 398 Cadieux Street, Montreal. The management of the Progress Spring Bed Mfg. Co., reports business particularly brisk at the present time; they are enlarging both their plant and offices.

### The Dominion Furniture Store

The Dominion Furniture Store (formerly the Dominion Auction Mart) 325-8th Avenue West, Calgary, Alta., proprietor Mr. Morris Groberman, have moved to more commodious premises at 134-8th Avenue East. This firm is now handling exclusively new and up-to-date styles of furniture.

### Blaze on Portage Avenue

Damage estimated at $10,000 caused by fire recently in the shipping shed of the Overland House Furnishing company, at the rear of 400 Portage Ave., Winnipeg. The shed was used as a garage for a motor car, and as a storehouse for goods purchased during the day, and ready for delivery the following morning.

### Opened a New Store

Messrs. Evans & Gordon of 1239 St. Clair Ave., Toronto, furniture dealers, have recently opened an additional store at 1187 St. Clair Ave.

**Congoleum Week Oct. 16–23**

# CHRISTMAS STOCK

## A Good Motto—"BUY EARLY AND OFTEN"

### A few suggestions to Pass along to your customers



No. 016 Library Table
Genuine Walnut or Mahogany
For "MOTHER"



No. 855 Reception Chair
Genuine Walnut or Mahogany
For "DAUGHTER



No. 798R Rocker, Oak
For "DAD"



No. 023 Library Table
Walnut or Mahogany finish
"For TOM'S WIFE"

These pieces are all in stock and we can make prompt shipment

## The North American Furniture Company Limited
## The Owen Sound Chair Company Limited

**Owen Sound - Ontario**



No. 910

# Safe to Buy—
# —Easy to Sell

Queen furniture satisfies the demand of the buyer of moderate means for a line which combines quality of material with superior workmanship and sells at a reasonable price. The dealer who caters to this great majority of the public will find Queen products, furniture that will at once make many new sales and build up future business.

*You can't afford to pass up this line without investigation. Write for particulars and prices.*

## The Queen City Furniture Co., Limited

**27—53 Vine Ave. - West Toronto**

# An Exceptionally Good Christmas Line

Our large and varied stock of Pictures, Trays, Mirrors, Frames, Mouldings, etc., is the very latest. Order early.

***A card will bring you particulars***

## MATTHEWS BROS., LIMITED

*The big Canadian Moulding House*

1906 Dundas Street West Toronto, Canada


# Can We Help You?

There may be certain articles which you cannot find in these advertising pages that you would like to have information on. Do not hesitate to use this form, no matter what it is. If we can be of any service to you in supplying that information, it will be a pleasure to do so. We want you to feel that the Furniture World is published in your interests and we want to help you whenever we can.

## INFORMATION WANTED

Furniture World
347 Adelaide St. West,
TORONTO.

Date.....19

Please tell me .....

.....

.....

Name .....

Address .....




Our special Gross Lot offer will interest you

PEERLESS FOLDING TABLE

A big field exists today for this convenient, well-made, moderate priced folding table.

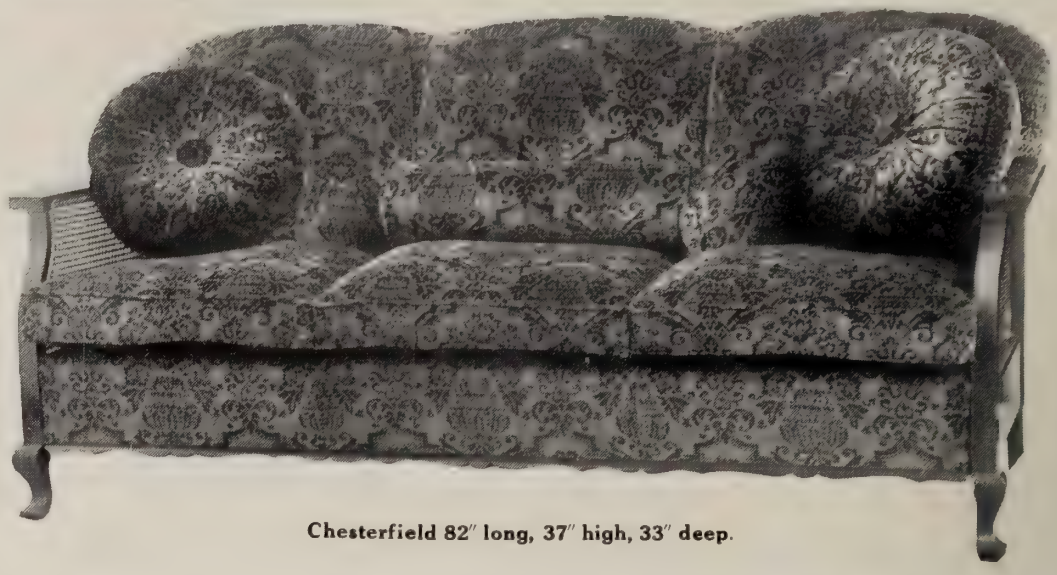
This is strikingly shown by the increased sales that dealers are everyday reporting.

A demonstration at once convinces the customer.

It will convince you.

Write for full particulars

**Hourd & Co., Limited** Sole Licensees and Manufacturers DEPT. W LONDON



Chesterfield 82″ long, 37″ high, 33″ deep.

THAT inimitable touch of exclusiveness which characterizes all our line is probably the cause of the tremendous sale this Chesterfield is enjoying. Quality of material and beauty of design are combined in this piece to a remarkable degree. It is destined to play a leading part in many Christmas sales.

*May we send you particulars?*

SPECIALTY UPHOLSTERING CO., Ltd., WATERLOO, ONT.

# A Wonderful Combination

## A Lambs' Wool Mattress and Royal Box Springs

Comfort is one of the strongest selling arguments a merchant has at his command—and in the above mentioned products it can certainly be used to bring the greatest returns.

Apart from the fact that the Lambs' Wool Mattress as manufactured by us is the most comfortable on the market, it is also one of the most sanitary. The carefully sorted lambs' wool is scientifically washed and cleaned before being used as filler.

Our other products include:

**Kapok and Felt Mattresses, Down Comforters, Down and Feather Pillows, Etc.**

Prices gladly forwarded upon request

## The Canadian Feather & Mattress Company

LIMITED

TORONTO and OTTAWA

"Colonial Maid"

# BlueBird

## Electric Clothes Washer

The machine the leading furniture houses are selling, because it is the most beautiful in appearance and makes an instant appeal.

It has a record of proved efficiency, and its satisfied users advertise it.

It is more than a piece of machinery, it is a beautiful piece of kitchen or laundry furniture.

BlueBird dealers dominate the washing machine trade.

Write for our exclusive agency proposition and time payment financing plan. Secure your territory now.

**BLUEBIRD CORPORATION LIMITED** BRANTFORD Ontario

*There is still plenty of time to order for your Holiday Trade*

The Gift Department of the Furniture House is now a factor in the month's sales.

We are Canadian Representatives for a number of Manufacturers of Gifts.

Framed Pictures, Mirrors,
Lamps, Brass Goods,
Candles and Candlesticks,
and Pottery.

# J. H. WALKER LIMITED

524 Foy Building - - 32 Front Street West
TORONTO, CANADA



No 241 Dresser

# A New Design

This well designed dresser is from a new Suite we are getting out for the coming year. A large Vanity, Chiffonette and Bowfoot Bed will be made to match.

It is one of several new patterns in Bedroom and Dining Room Suites we have in preparation for the dealer who wants dependable furniture of attractive and up-to-date design at moderate prices.

## MALCOLM & SOUTER FURNITURE CO.

HAMILTON — ONTARIO LIMITED



Your Christmas sales will be vastly increased by a display of Brantford Willow Furniture. This ever-popular line will meet the requirements of a very large number of shoppers this year when gifts will be chosen with an eye to their utility, value and price.

***Write for particulars today.***

## Brantford Willow Works, Brantford, Ont.

# *Reliability—*

One of the most essential things from the dealer's standpoint, is the RELIABILITY of the manufacturer from whom he buys.

Of necessity much of what he sells has to be taken on trust and the fact that he can place RELIANCE in the Manufacturer whose goods he sells, helps him in his relations with his customers.

A Mattress is one of the easiest of all things to misrepresent, as very few people look beyond the attractive cover.

We use nothing but new material, no shoddy or second-hand pulled stock. Our Mattresses are always exactly as we represent them, and our printed guarantee is attached to every one.

It pays to deal with people of proven RELIABILITY.

## The National Mattress, Felt & Batting Company

340-342 Gerrard Street East : : TORONTO

# COOMBE CREATIONS FOR THE CHRISTMAS TRADE

Investigate our special line for Christmas sales—a wide range in Tea Wagons, Spinet Desks, Gate Leg Tables, etc.



The table shown—No. 2254—is a beautiful example of Coombe craftsmanship. It is to be had in Walnut and Mahogany.

Catalogue and price list mailed upon request.

## *The* F. E. COOMBE FURNITURE CO. *Limited*

Kincardine . . . . . Ontario

# Rigid Economy
## includes advertising

RIGID economy is in force in every business to-day. Every dollar must bring a dollar's worth, whether in merchandise or that great intangible force called advertising.

Manufacturers are demanding that every dollar spent will bring back at least one hundred cents' worth of business.

Business papers are fulfilling the requirements of the hour, reaching as they do your prospect when he is at business, at his office and at his desk. They constitute the only efficient sales force for the trade or technical advertiser and have always been recognized as such by the men who pay for space.

***Lowest Rate per Interested Reader***

# Hugh C. MacLean Publications

| | | |
|---|---|---|
| *Electrical News* | *Canadian Woodworker* | *Furniture World* |
| *Canada Lumberman* | *Western Contractor and Builder* | *Western Lumberman* |
| *Footwear in Canada* | *Contract Record & Engineering Review* | *Western Coal Review* |
| | *Commercial & Retail Merchants' Review* | |

Head Office : 345 West Adelaide Street

**Vancouver Chicago Toronto Montreal Winnipeg**

*The largest publishers of technical papers in the British Empire, printing in Toronto, Winnipeg and Vancouver. Proprietors of MacLean Building Reports Limited.*

# Rishel Sanitary "Ventibestos" Table Mats

**Orders Filled Promptly by Express or Freight**

The ONLY Mat with a centre of CORRUGATED ASBESTOS.

Our mats are five ply consisting of one heavy sheet of corrugated asbestos between two heavy shets of wool felt. These are firmly quilted together and enclosed in a removable flannel cover. The cover consists of white cotton flannel on one side and green Kearsage Plush on the other. There is no possibility of marring the table top when our Ventibestos mats are used.

Round or square are the same price. Unless specified will always ship round mats.

Orignated and sold only by us. This Solid Fumed Oak Display Rack absolutely free to our dealers. Write us for particulars.




100 per cent Efficient
The Silent Salesman

Special attention given to Canadian orders.

**J. K. RISHEL FURNITURE CO.**

WILLIAMSPORT, PA.

**Dining and Bed Room Suites**

"We make all our own Chairs and Dining Tables."



# High Grade Furniture Moderate in Price

For twenty-six years we have been engaged in serving the furniture trade with practicaly every description of chair. These include:— Diners, in wood seat, saddle seat and upholstered seat; nurse rockers, arm rockers, bedroom rockers; child's high and low chairs and rockers; large and small commodes; office chairs and stools.

We also manufacture quartered oak library tables, costumers, tabourettes, jardiniers and Tennessee scented red cedar boxes.

Let us send our catalog and prices.



99A

**Ball Furniture Co., Ltd.**

HANOVER - - ONTARIO



# THE GENDRON LINE For CHRISTMAS TRADE




Our Doll Cabs with reversible gear in all sizes and styles are a big seller wherever shown and one particularly adapted to this season. A card will bring you full particulars of our comprehensive line of Children's Automobiles, Velocipedes, Carriages, etc.

Order early to ensure delivery

**An absolutely new line of Baby Carriages and Go-carts is now ready**

**The GENDRON MFG. CO.**
Limited

TORONTO :-: CANADA

# Quick Action Section

The rates for this department are $2.80 per inch per insertion with 25% discount for four or more insertions. Advertisements requesting employment or employees will be inserted at one cent per word. Confidential box numbers available.

FOR SALE—Furniture and Undertaking business, established 64 years. Northern Ontario town. Reason for selling, retiring. W. F. Kinsey, Alliston, Ont.

FOR SALE—Undertaking business in good live town short distance from Toronto. Population of 9,000. Splendid future ahead. Good reasons for selling,. Apply Box 235, Furniture World, Toronto.

FOR SALE—Motor casket wagon, good as new. Would make splendid combination. Must be seen to be appreciated. A rare bargain. Apply S. M. Nash, 1141 St. Clair Avenue West, Toronto.

### A Handsome Catalogue

One of the handsomest catalogues ever put out by the Canadian furniture trade is that now being distributed by the McLagan Furniture Company, of Canada, Limited, Stratford. This comprises forty pages, size 13 by 18 inches, of beautifully illustrated furniture, covering the varied lines manufactured by this company. To add to the attractiveness and effectiveness of these reproductions high quality paper has been used, printed on one side only. The bulletin is really a work of art and will undoubtedly prove a very important factor in furthering the movement for better furnished homes. Book cases for home and office use are illustrated, as also filing cabinets in varying designs.

The Thornton-Perkins Co., upholsterers and cabinet makers, have removed from 10753 Jasper Avenue, Edmonton, Alta., to more commodious premises at 10628 Jasper Avenue.





**UPHOLSTERY SPRINGS**

Highest quality Upholstery Springs, made from the finest grade High Carbon Steel Wire, oil tempered after the coiling operation, thus insuring uniform strength and "No Set." Remember, the quality of your High-Grade Upholstering depends entirely on the quality of the springs you are using.

**HELICAL SPRINGS**

for spring bed and mattress fabrics. Get the habit; buy Canadian Springs.

**James Steele, Limited**
Guelph Canada

# It Pays To Handle a Spring Like This

During the autumn months many people are renovating their houses and buying new furnishings. Check up your stock and be sure you have on hand a good supply of

**RUDDY'S**

*Luxury*

**SPRINGS**

This spring has five real telling points that make it a first class seller. When you show your customers how every Luxury spring has

108 springs on standard size bed each spring with 13 coils
extra heavy enamel finish unqualified 25 year guarantee
no swaying, no sagging, no noise

the sale is practically made. It pays to handle a spring like Ruddy's Luxury. Write us for sales plan.

## RUDDY MANUFACTURING CO. LIMITED

**BRANTFORD : : CANADA**

We make bed springs for every purpose in every style.
Exclusive Canadian manufacturers and distributors of the celebrated Seller's Kitchen Cabinet.

# A SUITE THAT FINDS INSTANT FAVOR



**CABINET**
**Height 64″, Width 42″, Depth 14½″**



**BUFFET—60″ long**

This suite—No. 2051—is truly beautiful in design and workmanship. It is made in Solid Quartered Oak, and from early sales we are justified in predicting an unusually heavy demand for it.





**TABLE—44″x 50″ 6 ft. Extension**



**If you are not already familiar with Lippert Furniture, get acquainted right away**

## The Lippert Furniture Company, Limited

Kitchener - Ontario

# Sound Merchandise at Moderate Prices

THE Bell line of medium priced furniture certainly fills a long felt want among people of moderate means.

The many attractive designs and the dependable workmanship is clearly in evidence and never fails to impress the customer.

You could look far before finding a more effective sales and prestige builder.

Have you a copy of our catalog on file?

*The Mark of a Reliable Maker*



No. 996 China Cabinet



No. 996 Table

## THE BELL FURNITURE CO., LIMITED

SOUTHAMPTON, ONTARIO

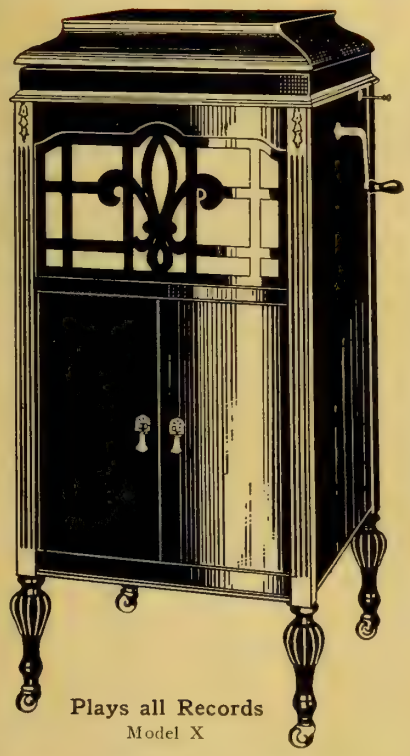
Vol. XII No. 11 Toronto, November, 1922

Furniture World

A National Journal of the & Kindred Industries

PUBLISHING HOUSE OF HUGH C. MACLEAN


# Gold Medal Phonographs



Plays all Records
Model X

MODEL X

Size 46½ x 22 x 21 with Two Spring Enclosed Self Lubricating Motor — Plush Turntable — Invisible Hinges — Hitchcock Automatic Stop — Goose Neck Tone Arm with No. 6 or A1 Sound Box— Mahogany, Walnut or Fumed Oak Finish —Genuine Veneers used with five ply Panels.

## "The Instrument of Distinction"

The dealer who has the Gold Medal Agency is GUARANTEED a machine that is mechanically perfect with the highest standard in Tone Reproduction, unsurpassed quality in Cabinet Construction—a range of models sufficiently large to meet all desires as to design and price and GUARANTEED by an organization known and respected in the manufacture of high grade furniture products for over thirty years.

Full particulars on request

GUARANTEED GOLD MEDAL PHONOGRAPHS

Gold Medal Furniture Manufacturing Company Limited

Phonograph Factory: UXBRIDGE Head Office: TORONTO



# Do not Miss this One

No. 5360 Chesterfield Lounge
No. 5360½ Chesterfield Chair

In this suite, the skill of the modern day upholsterer is seen at its best, ably aided and abetted by the beautiful coverings of Mohair, Velours and Tapestry—a typical Schierholtz creation.

***Guaranteed in every respect***



THE SCHIERHOLTZ FURNITURE CO. LTD.
NEW HAMBURG ONTARIO

# KITCHENER — WATERLOO



## *For the very best trade*

Each season is witnessing a steady increase in the number of people who are demanding the very best furniture.

Does the full significance of this fact strike you?

Reach this profitable field with furniture from the H. Krug factories.

*The H. Krug Furniture Co. Limited*
*Kitchener, Ontario*

# "No need to go elsewhere"

# KITCHENER — WATERLOO

## Luxurious Living



No. 5047W. Wing chair
W-38″ D-32″ H-47″

At last Canadians can procure furniture of merit, made in Canada by Canadian workmen.

The five piece suite illustrated is one of our latest productions. Filled with hair and moss, covered with best fabrics, and having loose spring cushions it will last a life-time. The wooden parts are beautifully carved and highly finished.



L-86″ D-32″ H-35″

No. 5047 Chesterfield,

**Woeller Bolduc & Company - Waterloo, Ont.**

**"No need to go elsewhere"**

# KITCHENER — WATERLOO

## Room Furniture

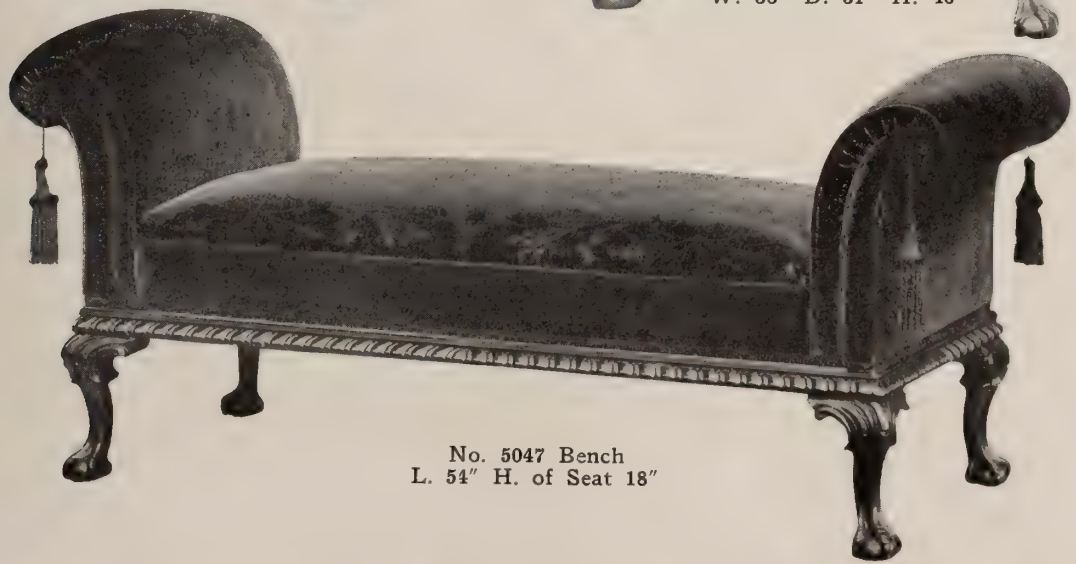
Avail yourself of the opportunity to handle this line. We stand behind our goods. Prices and full particulars gladly sent upon request. Write us today.



No. 5047 Arm Chair
W. 40″ D. 32″ H. 35″



No. 5047 R. Reception Chair
W. 38″ D. 31″ H. 46″

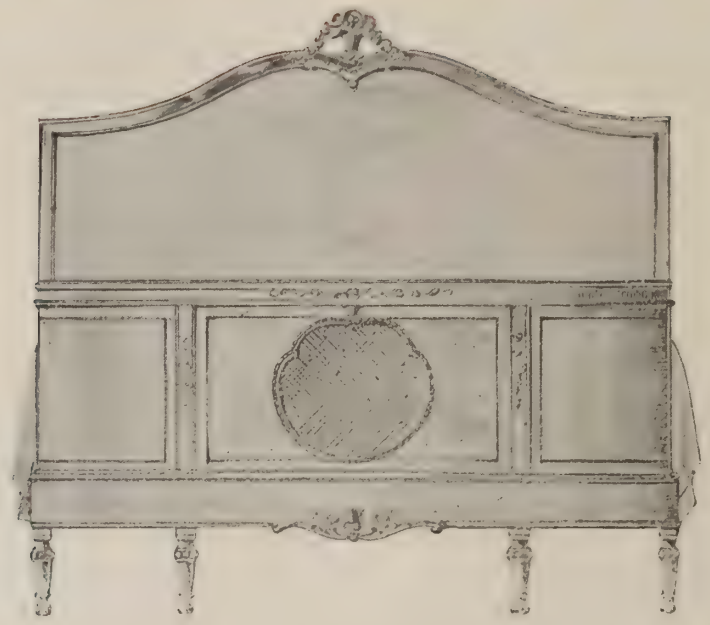


No. 5047 Bench
L. 54″ H. of Seat 18″

**Woeller Bolduc & Company - Waterloo, Ont.**

**"No need to go elsewhere"**

# KITCHENER — WATERLOO



No. 530 Bed

## *Sooner or Later*

You will be using Malcolm & Hill Furniture to satisfy the demands of your better-class trade.

*WHY NOT NOW?*

# MALCOLM & HILL

LIMITED

Kitchener - Ontario

MEMBER HOME FURNISHINGS BUREAU, INC. 1921 BETTER FURNISHED HOMES MEAN GREATER HAPPINESS TRADE MARK REGISTERED

# "No need to go elsewhere"

## BUSINESS WEATHERVANE

Practically all of the tests by which business activities are measured demonstrate that domestic conditions are improving steadily. Few of the principal statistical barometers fail to reflect the betterment, while it is the exception where evidence of gain does not now appear in reports from leading trades and centres of the country. Records of production, of car loadings, unfilled steel orders, and employment of workers, among other indices, all show that operations are enlarging, and the current movement in various lines has gone beyond the point of moderate revival from previous depression. A demand for railroad equipment probably exceeding all precedent; a freight traffic of unusual magnitude, despite transportation drawbacks; a growing labor shortage in certain industries; a scarcity of some kinds of merchandise, and rising prices of commodities are phases which only develop during periods of commercial expansion, and which feature the present situation.

Duns Review of Trade in the U.S. October 14, 1922.


# *OUR RENAISSANCE*

*There has never been a time in Canadian History during which people have evinced such a keen and intelligent interest in beautifying their homes. And this interest is still at its beginning.*

*It is comparable with the Renaissance periods of Europe during the sixteenth, seventeenth and eighteenth centuries, when Art, as exemplified in Architecture, Painting, Weaving and Furniture Making reached a previously unknown standard, which has since been the inspiration of all manner of craftsmen.*

*To-day, we too are taking our inspiration from these master craftsmen, as they in turn received their inspiration from the Greek and Roman periods of centuries previous.*

*The Renaissance of our period will be the marvel of centuries to come, when the progress of this century is written as history.*

*Why not assist in carrying this spirit into the homes of your Community? You have an opportunity for profit and service during this period which has never before existed.*

*We are anxious to serve you. Our designs are animated by the spirit of Renaissance, carried out by the master craftsmen. And still, our prices are reasonable.*

*May we serve you?*

*Three shops—each specializing in its own line—are at your service—*

*Anthes Baetz Furniture Company, Limited*
*Dining Room and Chamber Furniture*

*Baetz Brothers Furniture Company, Limited*
*Furniture for the Living Room*

*Baetz Bros. Specialty Company, Limited*
*Portable Electric Lamps and Shades*

*Each of these Shops specializes in its own line, but each has the same ideal—"Quality" and "Character".*

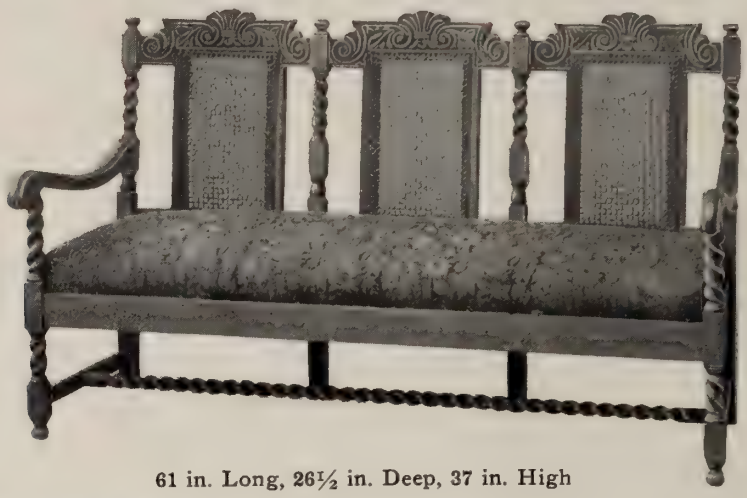
*Kitchener, Ont., November, 1922.* *Managing Director.*


### NAME, PLEASE?

October Bride: "I would like to buy an Easy Chair for my husband."
Salesman: "Morris"?
October Bride: "No, Clarence."

# KITCHENER — WATERLOO

## Artistic, Attractive and Comfortable



61 in. Long, 26½ in. Deep, 37 in. High



**Living Room Set No. 866**



Here is a line of such striking elegance and newness of design that will win immediate admiration. It is truly Jacobean and its artistic design combined with its comfy upholstering and moderate price make it a very ready seller. Just the thing for the living room where real comfort and attractive appearance are desired. Be one of the leaders and stock a sample set of these for your Christmas sales.

Write for blue prints and prices of our complete Living Room and Dining Room lines.

## The Lippert Furniture Company, Limited

**Kitchener - Ontario**

# "No need to go elsewhere"

# KITCHENER — WATERLOO



Dresser Top 22 x 48
Mirror 30 x 36

## No. 118 Bed Room Suite in Queen Anne Design



Chiffonier
Top 21 x 38
Mirror 20 x 24

This very attractive suite is made of solid walnut with stationary mirrors and silver trimmings. The corners of the mirror frames have burl walnut panels.



Vanity
Dressing Table
Top 14 x 20
Mirror 20 x 46

*Write for Prices and Full Particulars*

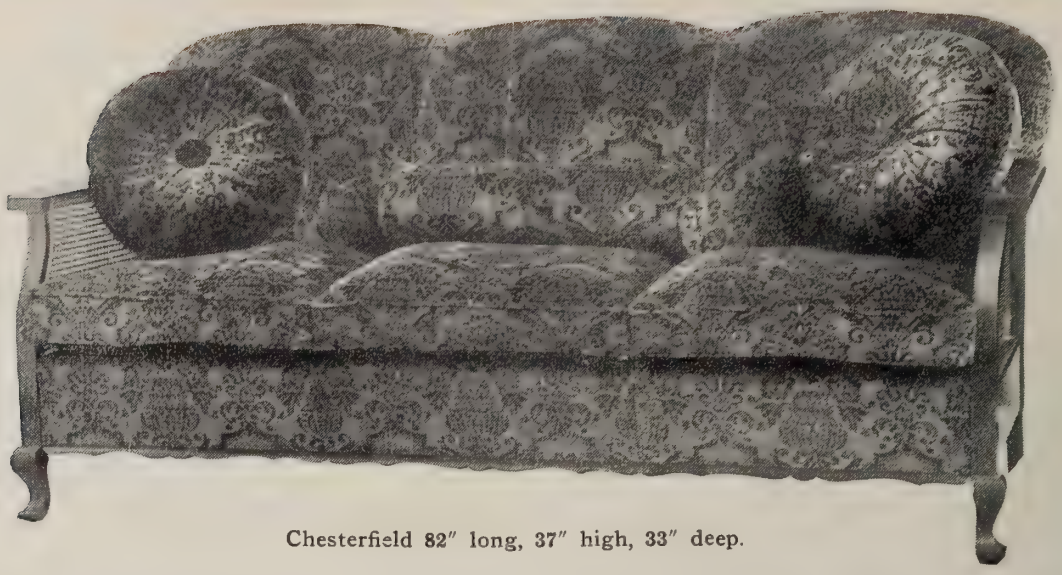


Bed Height 51 in. Slat 54 in.

## The Jacques Furniture Company Limited

Kitchener :-: Canada

# KITCHENER — WATERLOO



Chesterfield 82″ long, 37″ high, 33″ deep.

This chesterfield, typical of our high grade and extensive range, is extremely graceful in line and proportion and is delightfully comfortable.

Details upon request

## SPECIALTY UPHOLSTERING CO., LTD., WATERLOO, ONT.

# Guaranteed Dining Room Furniture



No. 728½
Italian Design

***A Source of Satisfaction***

The construction and supervision is under the best cabinet makers and great care is taken down to the smallest details to put out perfect furniture. Made in genuine American Black Walnut or Quartered White Oak.

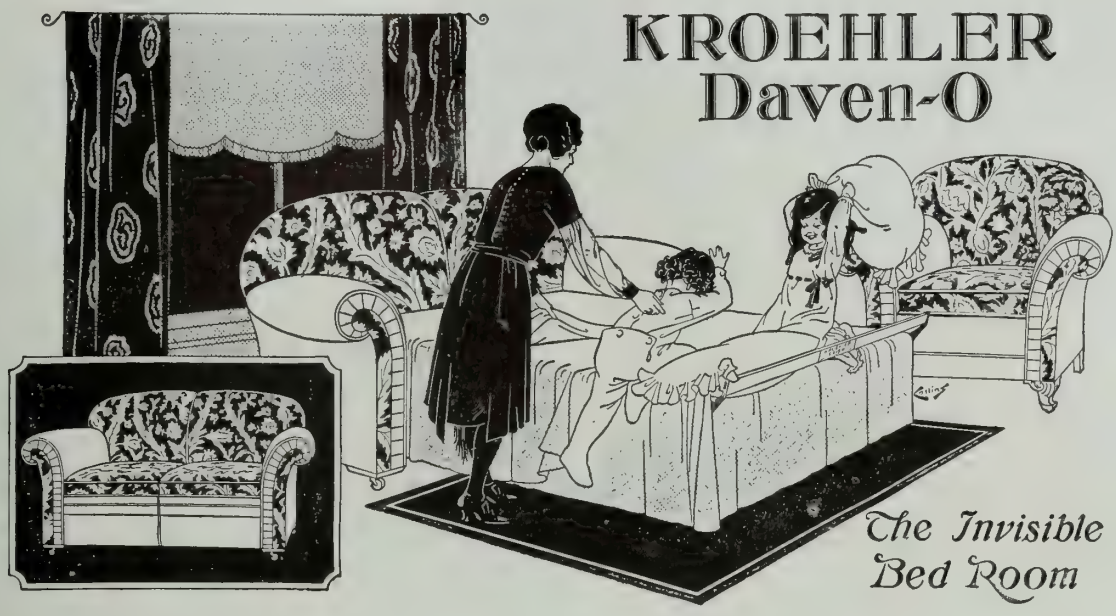
Increase your sales, profits and prestige with Beaver Furniture.

BEAVER FURNITURE CO. LIMITED
THIS FURNITURE IS GUARANTEED
KITCHENER, CAN.

THE BEAVER FURNITURE COMPANY, LTD., Kitchener, Ontario

# " No need to go elsewhere "

STRATFORD FURNITURE




# Can You Afford To Pass Up This Chance for Sure Profits?

The demand for these Daven-O's is growing by leaps and bounds. More are being sold than ever before. Are YOU supplying this demand or are your logical customers trading with your competitor who does sell them?

# KROEHLER DAVEN-O

is the choice of thousands who by means of the "Invisible Bed-Room" enlarge their home or apartment. When on display its beauty makes an irresistible appeal and will draw new customers to your store.

## The Kroehler Mfg. Co. Limited

STRATFORD ONTARIO

STRATFORD FURNITURE

# McLagan Dining Suites

## The Inevitable Choice. There Is No Finer Furniture Made



No. 5269 A Diner



No. 5240 Server Top 19 x 42



No. 5240 Buffet Top 22 x 66

WRITE FOR OUR CATALOGUE AND PRICES TO-DAY

The McLAGAN FURNITURE
STRATFORD

STRATFORD FURNITURE

# Dining Room Suite
# No. 5240
# Oak and Walnut



No. 5269 Diner



No. 5244 China
Glass or Wood Panels Top 15 x 43

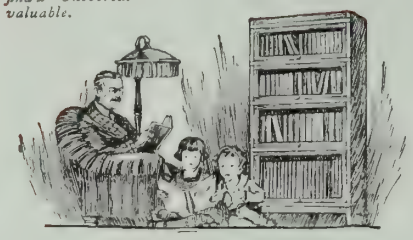


No: 5247 Extension Table Top 45 x 60

## COMPANY LIMITED
ONTARIO

STRATFORD FURNITURE

*Early habits build early success. The whole family will find a "Universal" valuable.*



# Globe-Wernicke



**Leads all**

***—in design***

***—in workmanship***

***—in popularity***

***—in saleability***

*No business can be successful without inspiration. Books hold more valuable inspiration than anything else in existence.*



## The Globe-Wernicke Co. Ltd.

STRATFORD ONTARIO

STRATFORD FURNITURE




# Universal in its Appeal

There isn't a single home in your community that wouldn't be proud to own a beautiful, practical Globe-Wernicke Bookcase.

There isn't a single home in your community that couldn't use one if it does not already possess one; even then it is still an excellent prospect because Globe-Wernicke SECTIONAL Bookcases can be added to at any time.

Everyone admires the Globe-Wernicke and most people have the intention of some day owning one—it only remains for you to turn that good intention into action.

## Christmas Trade

Many people have decided to give Globe-Wernicke Bookcases as christmas presents; there is still time to get your share of this business if you hurry.

***Write for information to-day.***

## The Globe-Wernicke Co. Ltd.

STRATFORD ONTARIO

STRATFORD FURNITURE

# SURE CHRISTMAS SELLERS



Plain Oak—Height 24 in.
Top 12 x 12 Fumed finish



No. 58—Folding Kindergarten set, in natural color or red. Table is decorated with transfers.




Smoker set—No. 1, All glass tray, No. 2 Glass jar 6″ high, No. 3, Two-piece nickeled match box holder with glass lined ash tray, No. 4, Four-piece Brass set.



No. 230—Smoker stand, 26 in. high, Birch or Plain Oak, in Fumed Walnut or Mahogany finish.

After specializing for many years we are in a position to offer the trade an exceptionally well finished and substantially built line of furniture.

We are very busy and in order to avoid disappointments and to ensure delivery we would ask you to get your orders in at once.



No. 87—Chidren's Desk
Plain oak, Fumed finish, 34 in., high—Drawer and Pigeon holes.



No. 79—Chair
to go with desk



No. 91—Children's Desk, Plain oak, Fumed finish, 28 in. high, 24 in. wide, 15 in. deep, top lifts up.

***Just a few pieces of our extensive line suitable for Christmas gifts. Also manufacturers of Folding and Library Tables, Ladies' Desks, Tea Wagons, Screens, Trays, Pedestals, etc.***

## The Stratford Manufacturing Co., Ltd.

STRATFORD — ONTARIO

STRATFORD FURNITURE

MEMBER HOME FURNISHINGS BUREAU, INC. 1921
BETTER FURNISHED HOMES MEAN GREATER HAPPINESS
TRADE MARK REGISTERED



No. 680

# An Outstanding Value

The manufacturers of Stratford Chair Furniture have always endeavored to supply the trade with merchandise that would make a strong appeal to the consumer's sense of value.

The Buffet pictured above is just one picked out at random from an extensive range—yet it would make a fine leader for any store.

**May we give you full particulars?**

## The Stratford Chair Company

**Stratford - Ontario**

Manufacturing Chairs and Medium Grade Furniture in Quarter Oak, Plain Oak and Red Gum for the Dining-Room, Living-Room, Bedroom and Office.

*Send Your*

# *Xmas Greetings*

## *To the Trade*

*Through the "Furniture World"*
*Christmas (Dec.) Number*
*Pages close Dec. 8th*

*We will prepare your copy and furnish attractive illustration. Write us today*

**STRATFORD FURNITURE**

# This Business is Waiting for You

THE demand for Rattan Furniture of "Imperial" quality grows steadily season after season. The shrewd dealer who caters to this trade soon discovers that it pays handsome dividends and identifies his store as one of the better class.



**THE IMPERIAL RATTAN COMPANY, LIMITED**
STRATFORD ONTARIO

# The Keen Retail Furniture Merchant is Interested in

*Exceptional Values*
*Moderate Prices*
*Sales with Profits*
*Satisfied Customers*
*Steady Increase in Sales*
*Rapid Turnover of Stock*

Economy in specializing makes it possible for the **C.E.O.** combination to give you **Exceptional Values** in matched Dining Room Suites at such **moderate prices** that you will find it easy to make **Sales with Profits.**

**Satisfied Customers** will **increase your sales,** which means a more **rapid turnover of stock.**

**C**hesley Furniture Co. Limited
*Specializing in Extension Tables*
CHESLEY, ONTARIO

**E**lmira Furniture Co. Limited
*Specializing in Dining Room Chairs*
ELMIRA, ONTARIO

**O**rillia Furniture Co. Limited
*Specializing in Buffets and China Cabinets*
ORILLIA, ONTARIO

# Prospects are Good

**For Furniture Dealers this Season**

A well selected stock of gift furniture will increase your sales and profits, and please your customers.

**Our goods are made to please**



No. 85 Screen Oak Fin. Fumed

# Order Early

Our catalog No. 49 can assist you. It shows our full line. A postcard insures it being sent to you, with price list.

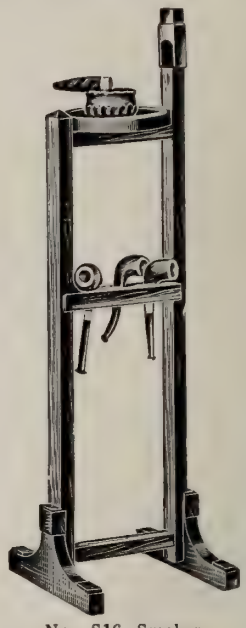
**Enquiries given promp attention**



No. S15 Smoker
Oak Finished Fumed



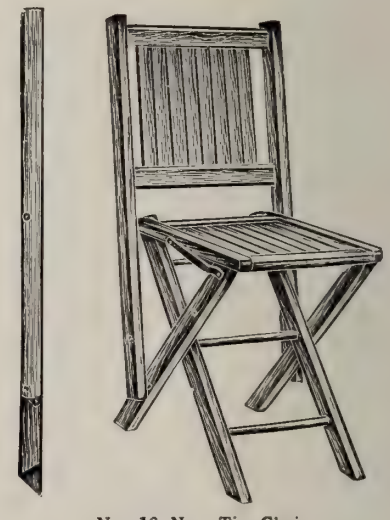
No. 20 Folding Book Stand
Fin. Golden



No. S16 Smoker
Oak Finished Fumed



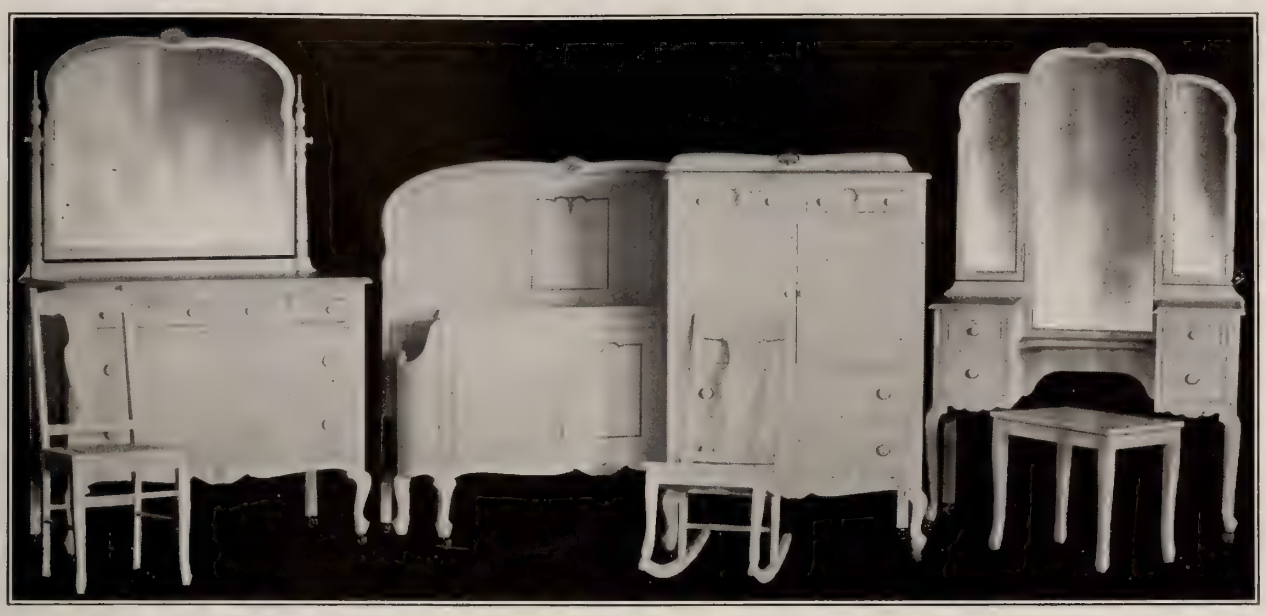
No. 22 Card Table—Top 30" x 30"
Finished Fumed Oak and Mahogany



No. 16 Non Tip Chair
Finished Natural

## OTTERVILLE MANUFACTURING CO., Ltd.

**OTTERVILLE :-: ONTARIO**



No. 485E— BEDROOM SUITE (Queen Anne)
Birch, White or Ivory enamel Finish. Plain British Plate Mirrors

FROM the tree to the finished product — that explains the preeminence of Knechtel in the Canadian Furniture field to day. It means that the utmost care is taken during every step of the manufacture of Knechtel Furniture "from the tree to the finished product," and it also makes possible the unusual values we are able to offer.

## THE KNECHTEL FURNITURE CO.
LIMITED
HANOVER ONTARIO



No. 512

# Your Sales Will Increase When You Offer Your Customers The Famous MEAFORD LINE

SELLING AT A MODERATE PRICE

The Meaford Line

YET EQUAL TO THE FINEST

New and attractive suites and pieces constantly added to the Meaford line make it the brightest and most up-to-date that a dealer can handle. They are designed and priced to meet the present-day demand for furniture of moderate cost.

Write today and get full particulars.



No. 512

**The Meaford Manufacturing Co., Limited**

Meaford — Ontario



No. 905 Buffet. A beautiful example of the work of the Andrew Malcolm shops. Two tone walnut finish.

905

THE Andrew Malcolm workshops are more than ever concentrating on those productions which strike a big appeal to the people who demand the finest. This does not mean fancy prices and doubtful values. On the contrary—when you sell an Andrew Malcolm product you have the satisfaction of knowing that the customer is receiving one hundred cents' worth of value for every dollar invested—and what is more, the customer knows it too.

MEMBER HOME FURNISHINGS BUREAU, INC. 1921. BETTER FURNISHED HOMES MEAN GREATER HAPPINESS. TRADE MARK REGISTERED

*The*

**Andrew Malcolm Furniture**

**Company Limited**

**Kincardine - Ontario**

# Lines To Increase Your Christmas Sales



No. 6946 Nest of Tables

Illustrated on this page are a few timely lines that will brighten up your Christmas offerings and increase your sales. Every piece represents unusual value.



No. 6539 Umbrella Stand



No. 6973 Sewing Cabinet



No. 6466 Curate



No. 6108-6109
Telephone Table and Chair



No. 9051 Spinet Desk



No. 3712 Tea Wagon

***ORDER NOW AND AVOID DISAPPOINTMENT***

**CANADA FURNITURE MANUFACTURERS LIMITED**

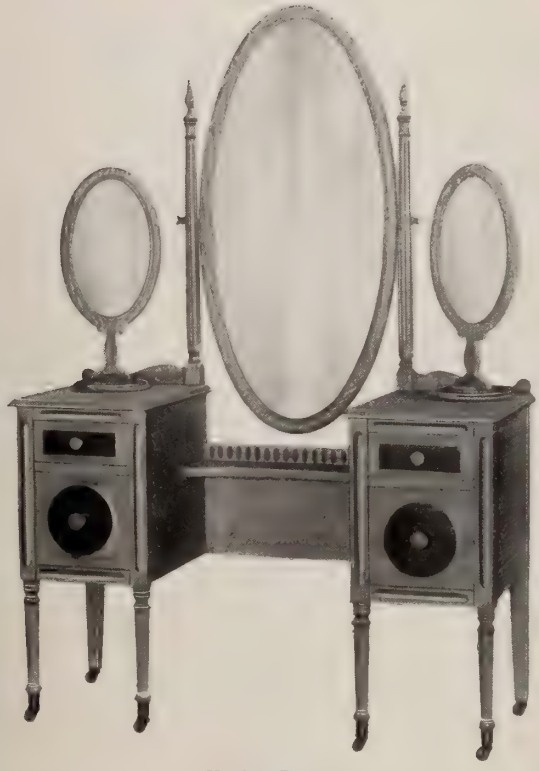
**Head Office, Woodstock**

Permanent Show Rooms, Toronto

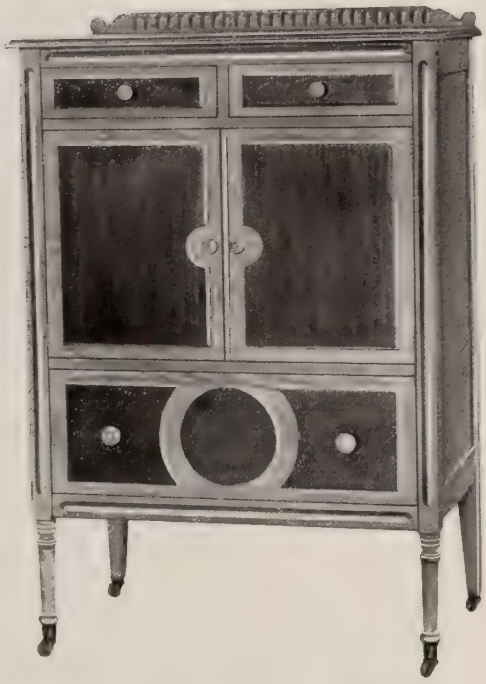
Factories at Woodstock, Walkerton, Wingham, Waterloo, Kitchener, Seaforth

Western Distributing Warehouse: Winnipeg, Montreal Selling Office: 364 University St.

# No. 2025 Plain Oak Bedroom Suite



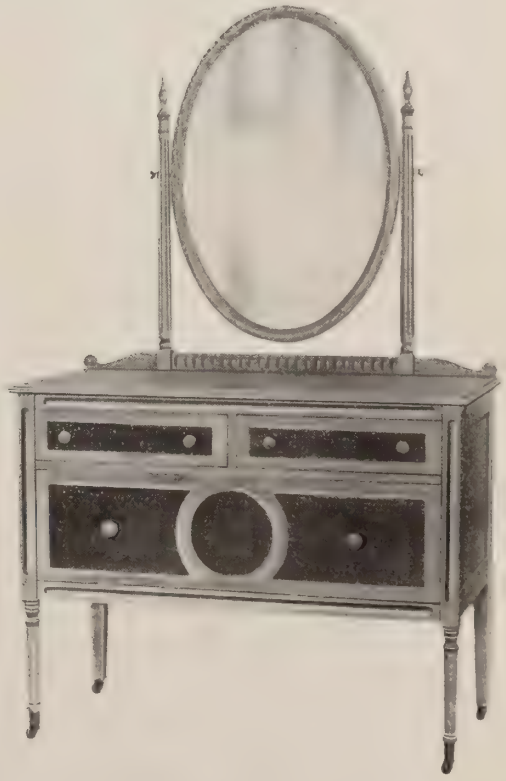
Vanity Dresser
Top 47" x 18" Mirror 18" x 40" Side Mirrors 8" x 14"



Chiffonette: 35" x 21"



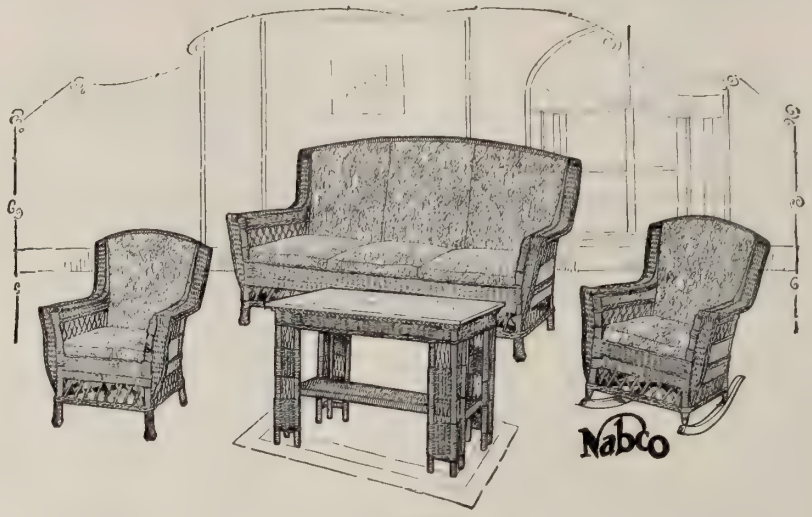
Bed: 54" Slat



Dresser: Top 45" x 21"

This handsome plain oak bedroom suite is decorated with walnut panels. It may be had in either Venetian Grey or Old English finish. Prices on request.

## The Krug Bros. Company, Ltd., Chesley, Ont.




suite 5242

# Gaining in Popularity

New and attractive designs, the best of workmanship and genuine values keep this popular range of Reed Furniture constantly in the public mind. You'll find the same pleasure and profit in handling it as you have no doubt already experienced in our other lines of Kitchen and Bedroom Chairs, Dining Room Suites and Chairs, Living Room Chairs, etc.

## The North American Bent Chair Company, Limited

**Owen Sound, - - Ontario**

# COMBINATION
## BABY CARRIAGE AND STROLLER



HERE is the very latest thing in the Baby Carriage world. It s a combined Baby Carriage and Stroller and is just as satisfactory for one purpose as it is for the other. This conveyance is made with all the grace and comfort of a large Baby Carriage and yet it has the lightness and ease of operation of a small Stroller. It will save the consumer the expense of two rigs and should be the largest selling carriage in Canada next season. Ask our salesmen to show you these new combinations.

*Manufacturers of Lloyd Loom Products*

**HEYWOOD-WAKEFIELD COMPANY OF CANADA LTD.**

*Successsors to the Lloyd Manufacturing Company*

**ORILLIA ONTARIO**

# Canadian Furniture Manufacturers' Exhibition at Coliseum, Exhibition Grounds

## Toronto, January 8th to 20th, 1923

The Committee has been successful in securing this Building — the largest of its kind for trade exhibitions in the British Empire, comprising 230,000 square feet.

Ten of the largest furniture manufacturers have already taken space. Floor plans on file at office. Early application for space is desirable.

This undoubtedly will be the largest furniture exhibition ever held in Canada.

## Furniture Manufacturers' Exhibition Committee

W. J. Craig: Office, 215 Victoria Street, Toronto

# A Kitchen Kabinet of Many Features

The Knechtel Kitchen Kabinet here illustrated represents the last word in this type of merchandise.

Extraordinarily strong to stand the hardest service; cleverly constructed to be of the greatest assistance to the busy housewife; compact to occupy the smallest space possible—these are the features that are selling Knechtels throughout Canada.



*Why not get your share of the business?*

## KNECHTEL KITCHEN KABINET

HANOVER LIMITED ONTARIO



No. 41228

**No. 41228**—Air Castles, by Maxfield Parrish, a pretty colored print, in 2 inch embossed frame of Antique Gold, and colored in Blueish and Grey tones to match colors in picture. Companion subject "The Dinky Bird." Glass size 11 x 15 inches.
Other Parrish subjects in same series "The Sugar Plum Tree" and "Wynken, Blynken and Nod," may be included in an assortment.

# WHAT TO GIVE? GIVE PICTURES!

Our framed picture line is complete, and resplendent with "gift pieces" suitable for every taste. The subject illustrated is one of the many popular and dainty designs appearing in catalogue "L".

We suggest that you consult our catalogue, or visit our show rooms before placing your Christmas order. We carry many lines in stock for immediate shipment.

MOULDINGS · PICTURES · MIRRORS · FRAMES

## Phillips Manufacturing Co. Ltd.

TORONTO CANADA

MEMBER OF FOR PROMOTION OF ART IN THE HOME

# A Complete Line of Mattresses

*Featuring our two Leaders*

## "ARISTOCRAT" AND "WELLWORTH"

CUSTOMERS buy mattresses for rest and comfort. If they get it, their memories of the store are of the pleasantest kind. If not—obviously you don't want to sell any other kind of mattress. So why not sell the ones you **know** will give satisfaction—"Aristocrat" and "Wellworth" which contain 100 per cent pure Java Kapok and are the last word in comfort, lightness, durability and sanitation.

All mattresses finished with Droll roll edge with stitches one inch apart making them uniform and neat.

Full details of our complete line are yours for the asking.

**Standard Bedding Co. - 27-29 Davies Avenue Toronto**

# *Reliability—*

One of the most essential things from the dealer's standpoint, is the RELIABILITY of the manufacturer from whom he buys.

Of necessity much of what he sells has to be taken on trust and the fact that he can place RELIANCE in the Manufacturer whose goods he sells, helps him in his relations with his customers.

A Mattress is one of the easiest of all things to misrepresent, as very few people look beyond the attractive cover.

We use nothing but new material, no shoddy or second-hand pulled stock. Our Mattresses are always exactly as we represent them, and our printed guarantee is attached to every one.

It pays to deal with people of proven RELIABILITY.

## The National Mattress, Felt & Batting Company

340-342 Gerrard Street East : : TORONTO

# "Better Quality Furniture"

Coombe Furniture has created an enviable reputation for saleability among dealers who have carried it and is today enjoying an ever-growing popularity with the public. Whether they be large pieces or small they are characterized by fine craftsmanship and beautiful design.

## COOMBE CREATIONS



Dealers should investigate our line of high class guaranteed upholstered furniture. We also have a large selection of Tapestry Cut Velvet and Mohair for dealers' selection.

***Prices and particulars gladly furnished on request***

## *The* F. E. COOMBE FURNITURE CO. *Limited*

Kincardine . . . . . Ontario

## Rishel Sanitary "Ventibestos" Table Mats

**Orders Filled Promptly by Express or Freight**

The ONLY Mat with a centre of CORRUGATED ASBESTOS.

Our mats are five ply consisting of one heavy sheet of corrugated asbestos between two heavy shets of wool felt. These are firmly quilted together and enclosed in a removable flannel cover. The cover consists of white cotton flannel on one side and green Kearsage Plush on the other. There is no possibility of marring the table top when our Ventibestos mats are used.

Round or square are the same price. Unless specified will always ship round mats.

Orignated and sold only by us. This Solid Fumed Oak Display Rack absolutely free to our dealers. Write us for particulars.




100 per cent Efficient
The Silent Salesman

Special attention given to Canadian orders.

**J. K. RISHEL FURNITURE CO.**

WILLIAMSPORT, PA.

**Dining and Bed Room Suites**

"We make all our own Chairs and Dining Tables."

## Steady Sales All Year Round

Ball Furniture makes a strong appeal to the public today because of the unusual value offered. Every piece is well made and well finished—the product of careful workmanship governed by the knowledge of what is most in demand. We will gladly furnish full information on this moderately priced line.



99A

**Ball Furniture Co., Ltd.**

HANOVER - - ONTARIO

# GENDRON DOLL CABS

We have the largest range of DOLL CABS *with reversible gears* shown in years

A real surprise




Our line of wood and reed DOLL CABS is very large.

See them.

They are the season's sensation

**Mr. Dealer write us for Cuts and Prices**

**The Gendron Manufacturing Co., Ltd.** Toronto Canada

## PICTURES, FRAMES, MOULDINGS, MIRRORS, TRAYS, ETC.

In wishing our customers a wonderful Holiday Trade we would take this opportunity of announcing that our new lines in preparation for 1923 will contain a large addition of new and unique creations.

# MATTHEWS BROS., LIMITED

*The big Canadian Moulding House*

1906 Dundas Street West — Toronto, Canada

"WATSON" REED FURNITURE



Until you have handled this line you will never realize the maximum satisfaction and profit that can be obtained from Reed Furniture sales.

***Let us send you full particulars at once.***

No. 7535 Chair-Seat 20" Wide, Back 24" High, Spring filled Cushions on Spring Construction

Rocker and Settee—6 ft. Long to match

# J. B. Watson Furniture Company Limited

Kincardine — Ontario



Have you written about our special gross lot offer?

ALWAYS IN SEASON

PEERLESS FOLDING TABLE

A compact, handy, attractive table that answers many needs and is a brisk seller.

Keep a Peerless where it will be seen; it will bring profitable business.

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and
# Royal Box Springs

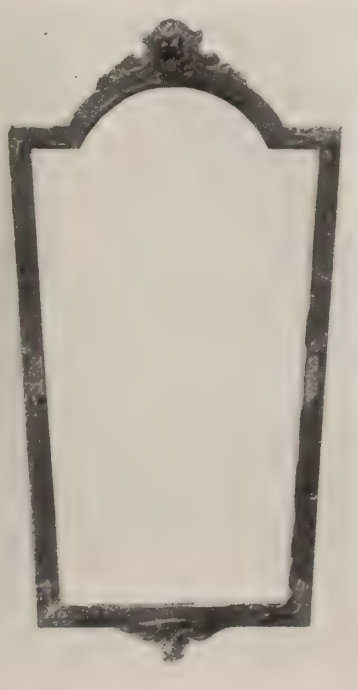
make the most comfortable bed imaginable. The mattress (100% Kapok) is light, resilient, and beautifully covered. The springs are noiseless and contain the best materials obtainable.

Increase in the price of Kapok that will effect the selling price of mattresses very shortly, makes the present moment the time to replenish your stock.

***Write to-day for prices and particulars***

Also manufacturers of Lambs' Wool and Felt Mattresses, Down Comforters, Down and Feather Pillows, etc.

## The Canadian Feather & Mattress Company
LIMITED
TORONTO and OTTAWA



No. 7860
Frame only, $6.00; with Mirror, $12.75

# MIRRORS
That Express
# INDIVIDUALITY

Dealers who discriminate show a marked preference for our Mirrors of Merit.

Each frame is made and finished in individual style, just as a fine piece of furniture was made by the old Craftsmen.

No. 7860, 16 x 28 in., Stippled gold and Burnished. Polychrome ornaments.

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***Manufacturers' Direct Representatives***
524 Foy Building, 32 Front Street West - TORONTO, CANADA

# Mundell Furniture

**Delights the Critical Buyer**

In construction, in design and in finish Mundell Furniture stands the most critical inspection. For that reason it is capable of giving years of service while still maintaining its original attractiveness.

Mundell furniture is the kind for you to handle if you are desirous of building PERMANENT business.

**All kinds of Living-Room Suites, Tables, Chairs, Telephone Tables, Smokers' Stands, Etc. Etc.**



No. 950 Chair

JOHN C. MUNDELL & CO. LTD., ELORA ONT.

# CEDAR CHESTS

Readily saleable for Christmas Trade with good margin of profit.

Made from the Genuine Tennessee Aromatic Red Cedar.



***Large Stock for immediate shipment. Write us for Catalog and Prices.***

J. H. Connor & Son, Limited : Ottawa, Ontario



# Furniture World

Subscription price is two dollars per year.

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## Hugh C. MacLean Publications Limited

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296 Broadway



# Honor!

GREAT BRITAIN is going to pay to the last farthing irrespective of whatever any other debtor nation does. England moved first in the matter of debt settlement, even before the people of the United States realized that nearly half their war debt represented loans to the Allies. England moved promptly because she meant to pay and to collect from her debtors if possible.

The majority of people in this country do not understand the word "honor" as respects debts and endorsement as the English understand it.

If an Englishman introduces a friend to his tailor, it is as an introduction to his club; the introducer is responsible for any debt.

The tendency of this country is to regard the tailor, the butcher or the grocer, or the merchandiser of any sort, as indebted to the introducer for a new customer.

If bank officials or bank directors were held responsible for the introduction of new customers, larger salaries would have to be paid and business might be very much restricted.

One of the largest banks in New York was not long ago surprised because the youngest director on the board promptly stepped up and paid the debt to the bank of a young merchant who had failed.

The bank director said "I introduced this young man to the bank for credit, believing in his ability to make a success of his business. For a time he made a very decided success and appeared to be above the ordinary in the intelligent handling of his business. Then came the big shrinkage in values which swept him over. I believe the bank extended this credit because of my introduction and though I don't believe, generally speaking that directors should be financially responsible for bank introductions, I felt I had a personal responsibility in this instance, which I could not overlook.

—*Barron's Weekly (N. Y.)*

FURNITURE WORLD
Hugh C MacLean Publications Limited
Toronto Montreal Winnipeg Vancouver

***Following up their Advantage***

A meeting of the retail furniture dealers of Hamilton was held on the evening of Thursday, Nov. 2, in the Royal Connaught Hotel to discuss the results of their "Better Furnished Homes Week," and consider further co-operative activities. It was an optimistic and well-satisfied gathering. All were agreed that the idea was good and that it should be developed into an annual event. Some said that there had been direct results noticeable in their business during the week, while others hesitated to say this much, but everyone appeared to be convinced that the effects of the campaign would be felt throughout the season, which was considered of vastly greater importance than any passing stimulus. The unanimous feeling was that next year, with the experience gained, the campaign could be put on in an even more effective way, and that certain features which, in review of the event, showed weaknesses could be improved.

Perhaps the most important immediate result of the "Better Furnished Homes Week" is the decision of the dealers to form an organization and work together for the purpose of getting more furniture satisfactorily sold to the people of Hamilton.

Many interesting suggestions were brought up at their meeting, which furniture dealers in other cities, who may be contemplating similar campaigns, will no doubt find of value. It was emphasized by several of the dealers that, instead of getting back to the ordinary price-featuring advertisement exclusively, it was necessary to continue to dwell on the "Better Homes" idea in their publicity in order to get the full effects of the advertising done during the campaign. It was also suggested—and the idea was favorably received—that co-operative advertising over the signatures of the furniture dealers could be used to good advantage. This scheme could be applied most effectively, it was thought, in boosting the sale of furniture for Christmas gifts.

One of the merchants expressed the view that the last week in September would have been the best time at which to hold the campaign. With the various fall fairs being carried on at that time, people would be in the exhibition mood and, he thought, more ready to visit furniture displays in the stores, besides which it would leave the full selling season ahead, in which to reap the harvest from the seed sown.

Two or three of those present were strongly in favor of holding two "Better Furnished Homes Weeks" in Hamilton in 1923, one in the spring around April, and the other in September, or October, as suggested. There was some difference of opinion in this regard, but the majority were ready to give the twice-a-year idea a try-out for once.

The general feeling was that the lecture was a most important one. Some felt that it could have been more effective, if more attention had been paid to practical demonstration. In this connection the interesting suggestion was forthcoming from one of those present that an illustrated lecture, showing various rooms with different furnishing schemes on a screen, would be ideal from the standpoint of putting it across with the public.

Another idea which it was felt would be very helpful was a moving picture illustration of the various manufacturing processes in the production of furniture, right from the lumber in the forest down to the finished article.

Other suggestions were: Another contest, after the kind of the nail guessing competition, for the purpose of drawing people to the stores; action to secure the establishment of a course of interior decoration in the local technical school; arrangements in future campaigns to have the stores stay open one or two nights for the benefit of that element of the public who could not find opportunity to visit them during the day.

Mr. T. Lyle Blogg, of the Home Furnishings Bureau, who was responsible for calling the meeting, declared that the formation of a retail association would be very advantageous to all. From the standpoint of the Bureau it would be helpful, inasmuch as it would provide an organization through it could deal in carrying on "Better Furnished Homes" campaigns.

Interest was added to the proceedings of the meeting by a most informative talk given by Mr. Wm. Cawkell, secretary of the Furniture Manufacturers' Association. Mr. Cawkell briefly outlined some important phases of the situation in the furniture industry, and also presented interesting data on industrial conditions generally. A resume of his remarks appears elsewhere in this issue.

* * *

***General upward trend in market Prices***

In these days, business men of every industry are studying the situation with regard to prices very closely. The general opinion seems to be that for the present, we have reached the very bottom of the decline and that already there are indications of an upward tendency. This tendency has become evident in most of the basic commodity markets, such as steel, cotton, hides, and certain grades of lumber. The first three items, steel, cotton and hides, all enter, more or less, into the production of various classes of furniture, and their higher prices add to the manufacturers' costs.

The last item, lumber, affects the industry to a

still greater degree, however. Plain oak is one grade of lumber which has shown a considerable advance. As to whether furniture increases are to be expected, opinions are divided. One furniture manufacturer who is also connected with the lumber business, holds the view that there will be a continued upward trend. He bases his contention on the fact that in the district in which he is located, lumberjacks who have been getting $1.50 a dak and their keep are being offered an extra dollar per day to go to U.S. concerns, and many of them are doing so. This manufacturer believes that there will be a shortage of labor and higher wages as a result. Not all observers are agreed upon this, however.

Plate glass, another item which enters largely into certain grades of furniture, has recently advanced 12 cents. It is now actually being sold at a higher price than mirror plate. Mirror plate dealers claim that this is a condition that cannot long exist and that the product they handle must advance proportionately. A factor which bears upon the other side of the question is the very large increase in the importation of mirror plate from Belgium, the rate of importation this year showing about 200 per cent increase over last year.

The advance in cotton prices which is immediately reflected in the textile industry is responsible for an upward movement in upholstered goods.

It will be seen that there are several factors which would seem to indicate that a general stiffening of the market is inevitable. On the other hand, it is true that wide-awake furniture manufacturers realize that the worst possible thing for the industry at the present time would be a premature effort to reap profits in their business before basic conditions warrant it. They also realize that the safest way to increase their net earnings at the present time is by increased turnover. It is estimated that the industry is now running to about 70 per cent normal output. If this were increased to 100 per cent it would lessen the proportion of overhead to sales and would immediately place the manufacturers in a sound position. Few, if any, are making money at the moment, but they will be very careful not to take any step that would retard the present gradual improvement of business conditions. The policy will be to reduce overhead margin by boosting turnover rather than to take a risk of checking prospective trade expansion.

* * *

***Exhibition will be Bigger than ever***

An important event of the year 1923, from theviewpoint of thefurniture industry and associated trades, will be the Furniture and House Furnishing Exhibition which is to be held in Toronto, January 8-20. This exhibition has been an anual affair for several years past, but on this occasion it is to be put on on a bigger scale than has ever been attempted before. From the indications already in evidence, there seems to be no doubt that it will greatly excel the efforts of previous years.

This exhibition is probably unique in that it is intended exclusively for the benefit of retail dealers. Last year the public was permitted to attend the event, but this year the display will be open to dealers, only, from 9 a.m. to 6 p.m. It is possible, however, that the public will be invited to attend on one evening during the week.

The furniture Exhibition Committee, secretary, Mr. W. J. Craig, whose headquarters are at 215 Victoria St., Toronto, have secured the use of the Coliseum, at the Canadian National Exhibition grounds, for the month of January. This building, which has a floor space of 230,000 square feet, is admirably adapted to the purpose of a furniture display. There will be an office in the building for the use of dealers and exhibitors, and a first-class cafeteria and dining service will be provided on the second floor.

The expansion of the scheme, as compared with last year, may be judged when it is pointed out that it was then held in the same building, but the display on that occasion occupied some 75,000 square feet, as compared with the 230,000 square feet which next January's exhibit is planned to cover. This is partly accounted for by the fact that it is the intention of the committee to include all makes and grades of house furnishings, as well as furniture. In view of the increasing tendency toward the sale of a complete line of furnishings in furniture stores, there is no question but that this will be an added attraction from the viewpoint of the retailers. Not only will all makes and grades of furniture be displayed, but also such lines as stoves, refrigerators and electrical goods, together with draperies, rugs, etc. The event, in fact will offer an unparalleled opportunity for furniture buyers to see, in the most convenient manner possible, all the lines of merchandise in which they are interested, and to compare them with one another. That a very large number of dealers from all parts of Canada will take advantage of this service which the manufacturers are offering them is unquestionable. Reservations will be made at the different hotels for the visiting dealers, if they will get in touch with Mr. Craig at the address mentioned above.

---

"Although as a rule the public knows little about the technical side of furniture, I have been surprised sometimes at the amount of knowledge of furniture possessed by prospective buyers." This statement was made by a lady in charge of a section of a furniture department to a representative of "Furniture World." She added: "This is due in part I believe, to the articles on furniture in many magazines."

## An Interesting Story—

# How Johnston Became Prosperous

### A Fertile Brain Constantly Evolving Novel Selling Stunts—A Big Business Growing Bigger—Taking Care of the Crowds

A live man with novel ideas of creating business is Mr. O. P. Johnston, owner of Johnston's Furniture Store, 707 Queen Street, South-west corner of Queen and Broadview Streets, Toronto. Mr. Johnston has been at this corner for the last fifteen years. He carries on business in a modern three storey brick store, and has found this location to be a good one for a retail business.

The whole store occupies a ground space of about 150 by 50 feet including a warehouse. The store itself has a furniture display space of some 1,500 square feet—in addition to this there is a large basement with a floor space of about 400 square feet. Both store and basement have high ceilings that relieve the crowded impression one sometimes gets in low-ceilinged stores.

Our representative commenced his tour of the store from the basement. A noticeable feature here was the great variety of stoves; there were also kitchen cabinets, chairs, tables and all furniture that is necessary for the kitchen. On the next floor up, the ground floor, there is displayed everything pertaining to the dining room, such as tables, chairs, dressers, hall mirrors and racks, also toys, floor lamps, vacuum cleaners, electric and non-electric. The second floor is used for the showing of upholstered furniture, carpets, rugs, linoleum and oilcloths, curtains and draperies, and all kinds of living room furniture, such as fancy chairs and armchairs. Baby carriages are also displayed here. The top floor is devoted exclusively to bedroom furniture, including brass beds, wooden beds, mattresses, chairs and tables as well as complete suites of various designs. The store has plenty of show space. The ground floor windows facing Queen and Broadview, have a total length of about 72 feet, with a uniform height of about twelve feet. Here it is possible to make four large display rooms or they can be used to show eight different settings. The present display includes a very nice blue upholstered wicker parlor suite, and a dining room set in the front windows facing Queen Sreet; the side windows are given up entirely to the display of McClary's stoves. The second floor windows have the same display space as the main floor windows, but have not been given the background, though this can be done if desired. Here are displayed such articles as linoleum and oilcloths, hanging carpets and draperies, rugs and baby carriages, and various other goods that make a good display at an elevation.



General view of ground floor of Johnston's Furniture Store from entrance

In connection with the store there is a warehouse and shipping room of some 50 feet by 50 feet. Two motor trucks are used for delivery purposes and space is allowed for both to be loaded at the same time, the platform being in

line with the body of the trucks, thus making it easy for loading or unloading.

The office staff consists of Mr. R. W. Cameron, manager, who hails from the land of the bonny heather, a book-keeper, three salesmen and eight other helpers. The business is transacted on the cash or credit system. A full set of books are kept on modern principles.

### Features of Demonstrations

Mr. Johnston believes that novel selling plans and demonstrations are good for business. He is fertile in ideas and has originated many unique stunts. Among the latest schemes staged in the store was a "pumpkin pie" demonstration, the pies being cooked on McClary's stoves. One demonstration took place at 3 p.m. and another at 7 p.m. Some 450 pies in all were cooked on two stoves, and were sold at a nominal charge of 10 cents each, which merely covered such expenses as cooking, material and help. The demonstration was a great success. Mr. Johnston was telling the Furniture World representative, who was present at the demonstration, that these "stunts," as he calls them, open up new ideas for him. They give increase in sales and as well give him inklings for new stunts, thus adding to his general plan for geting new business. He has held other stunts besides the pumpkin pie, which is really an annual affair, but it takes a different shape each year. A former idea was to go out into the country and select the biggest pumpkin he could see, and bring it into the store, put it in the window and have anyone who wished come in and guess the number of seeds in the pumpkin. This guessing contest aroused a great deal of interest, not only among the children but among the elder people. It was necessary for everyone wishing to be considered a competing candidate to come into the store and register his name and address and, of course, his guess. The winner was awarded a kitchen cabinet.

Another year Mr. Johnston got a jar and filled it full of all kinds of beans and had people guess the number of beans in the jar. For this the successful competitor won a gas stove.

Mr. Johnston's biggest stunt, however, was probably his 15th anniversary celebration which was held in October last and was carried on for a whole week, when tea was served to all-comers and roses were given to all the ladies. This also was a great success and Mr. Johnston made many friends by this scheme.

Then the latest and most recent stunt was on the night of Hallowe'en when he had a crowd of some 2,000 people, and it was necessary to have special policemen to regulate the public. 50 pounds of candies and many apples were given out to all the children lucky enough and able to get any where near to the store.



Interior view of second floor of Johnston's Furniture Store

At Christmas a space occupied by furniture is cleared and toys are brought out and the windows are used to specially display them.

The success of the store is attributed to service and fair dealing and the quality of goods sold. The people are not ill-advised on any piece of furniture. They know what they are getting when dealing with Johnston's Furniture Store.



Framed Pastel—Phillips Mfg. Co.



# Let's Talk It Over

## This is Your Page—If You Have Any Problems Let's Hear Them—If You Can Solve the Other Fellow's Problems, Lend a Helping Hand

Have you any problems in your business?

How often have you felt the need of a heart-to-heart talk with some other furniture men?

In large organizations the various members of the staff generally get together and exchange ideas.

But the staff of the average furniture store is too small for this.

Conventions were devised for just this purpose. But conventions come once a year, while problems need solving every day.

Local conferences are valuable i.e. between the members of different firms in the same town. However, local conditions and jealousies too often make these impossible.

It was after turning these things over in his mind, no doubt, that one of our readers makes the suggestion—Why not a **Dealers' Correspondence Column,** in Furniture World?

The idea appeals to us. So it did to a dozen or so retailers to whom we have mentioned it. They say they have questions of their own to ask and will gladly give their assistance in answering others.

So we're ready to try it. This column is open to you, to introduce such matters for discussion as will result in the betterment of the trade in general, and your own business in particular. Bring your problems and let us try to find out how they have been solved by others.

It is impossible to say what line the discussion may take but, for a start, here is one man's problem. It is, as he says, of vital importance. Will you write to this column and give him the benefit of your experience?

### How Do You Handle Furniture In Delivery?

North Bay, Ont.

Editor, Furniture World, Toronto, Ont.

We have read many very interesting articles of your publication but have never yet seen an article describing fully how the big furniture firms handle the goods in delivering them. We believe that if this matter were studied carefully and an article written on this subject, describing how each article is handled, how placed on the truck, and all the safeguards that are taken to prevent damage, etc., that it would be very helpful to furniture retailers, and would be the means of saving considerable loss due to damage.

This may seem to you a very simple subject but we can assure you it is something that is of vital importance to the furniture retailer. We have graduated into the furniture business from the hardware business and while we are doing a real big business in this line, yet we have never had the advantage of having been trained in the furniture business, and we believe that articles describing how to repair damaged furniture, and re-finishing, etc., would be very much appreciated. Descriptive articles, such as the article on upholstering in your last issue, appealed to us very strongly.

Yours truly,
J. S. Richardson

# Electric Furniture



*The Montreal electric fraternity recently exhibited a model electrical home. A feature of the furnishings was a wired bedstead for the ready use of such things as reading lamps, foot warmer, bottle warmer and so on.*

# Electric Furniture



*This illustration shows the dining room in the same home where the dining table and the tea table are both wired. There is an increasing demand for this modern luxury in furniture design.*

# London and Hamilton Put Across the "Better Furnished Homes" Idea

London Furniture dealers recently put on a "Better Furnished Homes Week." It went like a prairie fire. Hamilton followed suit and likewise put it across in a big way. Other cities, having the opportunity to see what has been accomplished in these two instances, will undoubtedly try to emulate and excell them.

The biggest part of a sales or advertising campaign is, generally speaking, not the actual execution of it, but the planning and preliminary organization. In both these cities, the "Better Furnished Homes Week," carried out under the auspices of the Home Furnishings Bureau, was a praiseworthy example of careful planning and complete organization. The scheme was drawn up in complete detail beforehand. A big supply of ammunition was in readiness. The batteries were in place. Every man was at his post and knew what was expected of him. All effort was concerted and co-operative.



T. Lyle Blogg, Manager
Home Furnishings Bureau

In both cities the organization for the event was practically the same. It included six committees, whose duties were outlined as follows:—

### Propaganda Committee

The duty of this committee was to conduct a campaign of educational propaganda in the newspapers, telling the history and romance of furniture and its influence on the every day lives of the people; to talk about the "Furniture Fashion Week" and the furniture to be exhibited, mentioning the inexpensive as well as the costly furniture and telling how Canadian factories can turn out beautiful furniture at low price, etc. This committee worked in conjunction with the deputation committee and arranged for the publication in the press of interviews with public men, public bodies, art and literary organizations, etc.

### Display and Advertising Committee

This committee controlled the advertising and saw to it that proper copy was used, featuring the home idea, and that the available advertising was spread over the entire week. It was also its duty to see that all grades of furniture of interest to the public was displayed and that the window displays did not clash.

### Deputation Committee

The function of the committee was to interview ministers and request them to preach sermons on the Sunday before the campaign week started dealing with such questions as the value of proper home environment and its influence on the character and education of the people, its effect in the prevention of crime, etc. This committee also visited the high schools to interest the classes in attending the lectures and visiting the dealers stores.

### Lecture Committee

The lecture committee had the responsibility of arranging for a suitable auditorium and securing the necessary furniture, carpets, drapes and accessories for the furnishing demonstration in the hall in connection with the lecture.

### Finance Committee

This committee took care of any financial matters pertaining to this Furniture Fashion Week, such as the purchasing of showcards advertising the week and the obtaining of prizes for any competitions conducted.

### Statistical Committee

The statistical committee was appointed for the purpose of keeping a record of the attendance at the lectures, visitors to the stores, increase in sales during the month following the event, percentage of dealers co-operating, increase in newspaper advertising, and any other information indicating the results of the week and of value in organizing another week.

### Features of London Event

The London furniture dealers are very enthusiastic over the results of their week. It "went big." One of the most important contributing factors to the success of the event was the way in which the press took hold of it and practically placed itself at the disposal of the furniture men's organization. On the Saturday previous to the week, the London Free Press published a "Better Homes Edition," including a fifteen page section which dealt exclusively with the home and its furnishings. This was replete with interesting illustrations of interiors and suggestions to the householder for increasing the comfort, beauty and attractiveness of every room in the house. There were likewise interesting articles on furniture, its design and

its history, and general discussions on the promotion of better homes and advantages resulting to the community therefrom. There was, also, of course, feature advertising by the retail furniture dealers, all of which was concentrated on the "better homes" appeal and kept away from the price idea.

Through the well directed and enthusiastic work of the advertising and display committees, the very atmosphere of the city became saturated with suggestions leading to the better furnishing of the home. The programme for the window displays was so arranged that on walking down the main streets on any day of the week, one saw furniture suitable for use in all types of homes and for all rooms in the home. An interesting feature, also, was the exhibition of furniture in stores in other lines of business. This was brought about through a window dressing contest arranged by the furniture dealers. Handsome prizes of furniture were offered for the best window displays using furniture as accessories in the presentation of the goods to be merchandised. Shoe stores, clothing stores, flower stores and all kinds of stores took part. A dry goods store which had decided to enter the contest, finding the entrance through the window background too small to admit of the furniture, actually went to the length of taking out their plate glass window in order to put in the suite. In all the windows entered in the contest, there were handsome cards linking them with the "Better Furnished Homes" week.




An Effective Window Card used in connection with "Better Furnished Homes Week."

Among the various other publicity contests were a nail guessing contest, a contest for the best suggestion as to how to get the public out on Saturday night, a concealed name contest, a competition (put on by the London Free Press) for the best definition of the word "Home." These contests all helped to increase public interest and were arranged so as to bring the people out to the stores. In the nail guessing affair, for instance, there was a jar of nails in each store—not in the window—so that to see the jar and calculate its contents a contestant had to go right into the premises. A small prize was offered for the nearest guess on the number in each jar, and a grand sweepstake prize for the best guess on the total of all the jars.

Considerable individual initiative was also shown by the dealers in drawing the public to their stores. Some of them had orchestras and one large concern gave a dance. The results may be judged by the fact that 1,200 people visited one store on Wednesday evening, despite the fact that the weather was very wet and unfavorable.

### In Hamilton

In Hamilton, the campaign was carried out along parallel lines. The local newspapers co-operated effectively, both of them printing special sections on the Saturday previous to the Week, devoted to the home and its furnishings. The illustrations and reading matter for this purpose were supplied by the Home Furnishings Bureau. The same publicity stunts, which the Bureau had found to be valuable in London were used. An added feature of outstanding interest was a series of two lectures delivered in the I. O. O. F. Hall, by Mr. John G. Graham, instructor in architecture and interior decoration and furnishings at the Central Technical School Toronto. Mr. Graham's remarks are summarized on another page. His talk was supplemented by a practical demonstration on the stage, showing various interesting settings of furniture.

### Benefits of the Campaign

The "Better Furnished Homes" campaign is the right idea. It works along the lines of least resistance and along the lines that are going to secure the most far-reaching results with the least expenditure of time and money. It's not merely a campaign to sell furniture—that would create but a temporary stimulus which might be followed by a reaction—it would only result in inducing people to buy to-day what they would have bought to-morrow anyway, and when to-morrow came the furniture dealers would be wondering where the business was. But this campaign sets out with a different aim, which is—to get the "Better Furnished Homes" idea into the public mind—and the results of that effort will be the sales of more and better furniture, not to-morrow, but throughout the season, and continuously better business every day and every season, if the dealers continue to hammer it home.

Another very important advantage from the dealer's viewpoint is the absence of any attempt to sell any particular make or brand of furniture through the campaign. Any merchant worthy of the name is something more than a mere outlet for a few big manufacturing concerns. He should sell his merchandise, as his own, not as the product of any particular factory. He should educate the public to rely on his judgment as to the quality of furniture and his knowledge and taste in the matter of design.

# *Better Furnished Homes Campaign in London and*



The variety of the window displays and the originality in methods of presentation was one of the features that kept the public interested during the "Better Furnished Homes" weeks. Above are three splendid examples from Hamilton—at the top, one of G. O. Luke's displays; centre, the Arcade; bottom, A. M. Souter & Co.

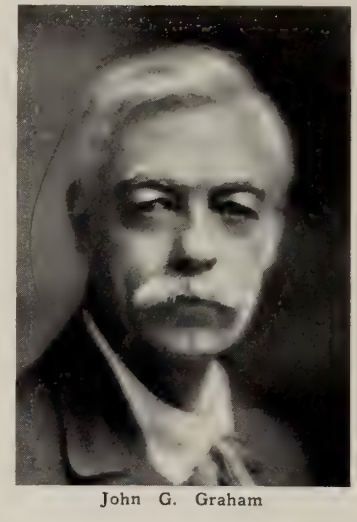
# Hamilton Produced Some Splendid Window Displays




When exhibits like the above are appearing all over the city, and when they are backed by a strong advertising campaign, they cannot but stimulate interest in the better furnishing of the home. Both London and Hamilton will be feeling the effects for a long time to come. The window at the top is Keene Bros., London; centre, T. F. Kingsmill, London; bottom, G. W. Robinson Co., Hamilton.

# *Educating the Public in the Art of Furnishing and Decorating the Home*

Mr. John G. Graham, who delivered the lectures on Home Furnishing and Decoration, in connection with the Hamilton "Better Homes Week," is a man of high reputation and broad experience in the field of art. The particular branch of it upon which he has specialized is interior decoration. He is not merely a theorist and academician, but is thoroughly acquainted with the practical end of the work. He is a craftsman in mural painting, mosiac, stained glass, wood carving and general design. His technical training was received in Edinburgh, and his art training and practice at the London Polytechnic. Mr. Graham had 15 years' practical experience in England and 7 years' practical experience in Toronto, while during the last 7 years he has been instructor in Interior Decoration at the Central Technical School, Toronto.



John G. Graham

Mr. Graham took a very broad viewpoint of his subject. He sets his face against anything in the nature of dogmatism in art. The burden of his message to the audience of Hamilton citizens was, "Use your own taste, express your own ideas, don't be bound by any hard and fast rules." The home, in Mr. Graham's estimate, is a medium for the expression of the individuality of the family. In the paragraphs which follow a general summary of his remarks relative to these points is contained:

"The function of art is to decorate and intensify life, and the artist, to justify his existence, must be able to apply his knowledge to the ordinary everyday things, such as are used by ordinary everyday people—so that the standard may be kept up. It follows therefore, that the highest position to which an artist can attain is to be known as a great decorator. Art's highest expression up to the present time, has been reached in the decoration of the dwelling-house, temple or tomb.

"The influence of form and color on human character has not hitherto received the attention it deserves. We are sensitive to discord in music—we should be really sensitive to discord in form and color. Good taste is that sensitiveness cultivated to keenness. Good taste, like good music, is developed by exercise. The decoration and furnishing of the home provides the opportuity for everyone to exercise their own taste. Every home should be furnished to express the individuality of the family—and as every family differs in its interests and mode of living, it follows that no two homes will be alike. The tendency is to standardize forms, colors and arrangements in interior decoration and furnishing. This must be counteracted, and the public should seek for a better reason than the statement that "They are all using this now."

Mr. Graham is strongly opposed to a passive acceptance of the dictates of tradition, custom or fashion. He does not believe that a certain mode is necessarily artistic because it was popular with our forefathers some centuries ago—nor that a style of decoration is necessarily in good taste because "It is being used this season by the best people." His admonition is to question all customary practices—they may be right or they may be wrong, but get at the reason behind the custom. He outlined a most interesting list of customs which he considered ought to be questioned:—White ceilings white woodwork, strong contrasts in small rooms; that bedrooms should **always** be light; that dining rooms should always be dark; that reception room pictures should be water-colors; that pictures are **essential** in any room; that one **must** have a Chesterfield table; that the modern Chesterfield is the **last word** in design; that simplicity is unnecessary in a lampshade; that one can learn the art of interior decoration from books, or the decorative columns in the Ladies' papers; that one is born with a cultivated taste; that "One knows what one likes." This list, Mr. Graham pointed out, might be extended almost indefinitely. It was a question of finding out the reason why and exercising one's own judgment. "Decorate, furnish and arrange your furniture to suit your own taste and the shape of your room," he said "There is no proper way."

Bad form and bad color in a room, the speaker went on to urge, are as dangerous to health as bad drains. A strong argument which he brought forward for the use of good furniture was in order that the children of the home might be trained to respect it. "What the environment is" he said, "that the children will be." His concluding thought summed up the spirit of his talk "To be original—do your own thinking."

Both Mr. Graham's lectures were well attended by interested home owners and good seed was sown which will result in greater attention to the furnishing of the home.

## Compare Your Sales' Figures This Year and Last—Are You

# Getting More Business?

### Here are Valuable Sales' Hints by a Manufacturers' Salesman—Are You Broadening Out?

The most important feature with the manufacturer, and one which is to the front at all times in these days of strenuous merchandising, is the question "How can I place my merchandise before the retailer so that he will be sufficiently interested to become a purchaser." And you, as a retailer, are no doubt aware of the many ways by which you are tempted to purchase, and the means that are used to place you in a receptive mood in order that the merits of a certain line may be impressed upon you to the extent that you will, as the old saying goes "Sign on the dotted line."

Such methods are successful and this has been demonstrated to you no doubt on more than one occasion.

There must, therefore, be some method which you can use on your prospective customer, namely "The great consuming public," to induce them to 'darken your doors' and inspect the lines of furniture which you have selected from the market as a whole, to be the most suitable articles for your particular trade.

The writer has given this question considerable study and has come to the conclusion that a drapery department in a furniture store will attract more women to your place of business than any other means. After all, where should we try to create a desire for newer and better furniture? Why, with the women of the household, to be sure. The man of the home will no doubt foot the bills, but it is left to the women folk to make the selection and the decision as to what shall be purchased.

Then, to get the women of the house in the habit of visiting your store, you must have merchandise on your shelves that will be required for the average household at short intervals, and what line could be more suitable and more closely allied than draperies and window shades.

We venture to say that there is a lot of furniture delivered in your particular vicinity from the mail order houses, and in how very many instances could you have supplied the same goods at the same price or for less money. In almost every instance we venture to state. Then, why didn't you quote on it before the buyer purchased from the mail order house? Because you didn't know that they were in the market for such goods. But if Mrs. Jones or Mrs. Smith had been in the habit of coming to your store every week or two to procure a pair of curtains or a window shade or two you would no doubt have discovered, if you were a keen salesman, that Mrs. Jones wanted a new couch soon or Mrs. Smith was thinking of buying an old rocker for one of her rooms or a new dresser, or a full bedroom suite. Then you would have been armed with the information, and being right on the spot you would have the advantage of the mail order house who only have the printed page to sell their line.

A prominent furniture manufacturer of living room furniture informed me a few days ago that the larger percentage of his sales was coming from merchants who had prospects in line for his representative to sell from his photographs and samples. The merchant who does business this way can afford to take a smaller margin of profit and thereby compete with the mail order house to the advantage of the consumer. And how many more prospects you could line up for the representative of your manufacturer to interview if you had customers coming to your store every day to purchase drapery materials. Some merchants who do carry drapery lines to a limited quantity do not stock any piece goods. They only carry made up curtains, comforters, window shades and poles, rods, brackets, etc. Others go more extensively into the drapery line and find out that it not only brings many people to the store, but shows a nice net profit at the end of the year.

It is a hard matter to make a sure-fire list of what lines of drapery materials should be carried, as every community has its likes and dislikes. Our advice to the furniture dealer interested in increasing his business is to have the representative of one of the reliable firms carrying a full range of draperies call on him and go into the matter in detail. If you put the matter up to him and give him an idea of the approximate amount of money you will invest, he can intelligently make a selection of goods on which you cannot possibly go wrong.

One thing we would strongly impress on the merchant contemplating carrying draperies, and also on some of those now carrying them, and that is—"Do not hide your light under a bushel." To introduce and sell draperies you must put them before the public and your show windows are the proper medium for so doing. Furthermore, don't put a curtain in the window and leave it for a month. This will do more harm than good. Change your window displays twice a week and you will find it time well spent.

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### Why People Change Store Patronage

A recent analysis of the reasons influencing an average hundred persons to change store patronage runs as follows:—

Sixty-eight changed because of store indifference;
Nine because of better service elsewhere;
Three because other stores are more convenient;
Fourteen because of unadjusted grievances;
Five were influenced by friends to go elsewhere;
And one died.

# The Value of Show Cards

## They Add to the Effectiveness of Your Display. Plain Design Better Than Fussy. Color Makes for Greater Attractiveness. Use Originality in the Wording

By F. BUTLEY

Whether your display is in the store or the window it will add to its effectiveness if there's a show card on the article. The samples herewith are easy to make and attractive. A plain design is more easily read than a fussy one and while these are bright and attractive they are lacking in fussiness. The large letters are made plain so that those who do their own show card work may the more readily copy the design. The large letters should be done in a bright

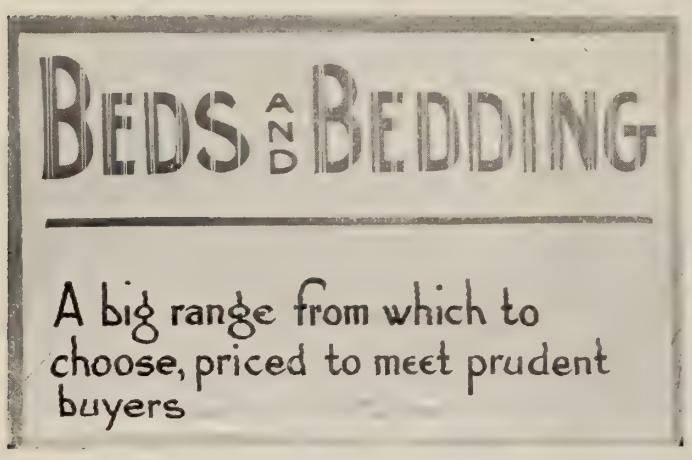



Fig. 1

color like bright red or blue; one of the samples Fig. 1, has these letters striped with white. The small letters should be in black.

The card for dining suites should be treated about the same as Fig. 1. The design is not quite so plain but will not be difficult to make. The circle is done in pale green or gray and the shading and




Fig. 2

little ornamentation is in the same shade. The large letters will look well if done in a bright color, red or blue and the small letters should be in black.

With the cold nights will come a tendency to remain home during the long evenings and the desire for cosiness in the home will afford an opportunity to advertise cosy corner chairs. The card for this display is made in plain lettering, the large letters being among the easiest to make because of the round corners. The color should be bright and the shading




Fig. 3




Fig. 4

done in a tint of gray or green. The small letters will look well if done in some dark shade.

The other card is for display of the lines designated, "odd chairs." This card will stand out strongly if done in a bright color and shaded with a subdued tint. The border and little ornamentation should be done in the same tint as the shading. The small letters will show best in a dark color.

It should be noted that the small letters on the beds and bedding card have a wavy effect. This kind of stroke is easier to make than a straight line and does not show defects so readily as a straight stroke.




A corner in the Owen Sound Exhibition that attracted unusual attention

# Facts and Figures on Situation in Furniture Industry and General Business Trend

## *Resume of Address by Mr. Wm. Cawkell Before Hamilton Retail Furniture Dealers*

There are in Canada according to government reports for the year 1919 some 270 plants making furniture, (including a number of small upholstering shops), and the capital investment represented is $25,000,000. The number of men employed is placed at 9,000, the wages paid, $8,000,000, and the sales, $25,000,000. The sales, it will be noticed, are about the same as the capital invested. That is one big difference between the retail and the manufacturing branches of the business. Up until a few years ago, manufacturers did not turn their capital once a year. Now they are doing a little better than once a year.

Annual imports of furniture run less than $2,000,000. They are not on the increase, but, on the contrary, are rather less than they have been. The figures quoted include such lines as kitchen cabinets, refrigerators, etc., and also suites bought as samples by manufacturers.



Mr. William Cawkell, Secretary Furniture Manufacturers' Association

### How Furniture Sales Compare With Sales of Other Commodities

It is interesting to quote figures on sales volume in other industries to show how they compare with the volume in the furniture industry. Automobile sales run about $151,000,000 annually (at wholesale); amusements calculated on the theatre tax alone, $44,000,000; candies, $45,000,000; cigars, $75,000,000.—these as against the $25,000,000 sales of furniture. In the United States the sales of furniture are estimated at $5.75 per capita, which is about double the per capita expenditure in Canada. It is also true, however, that the per capita expenditure in the United States runs higher in other lines.

A feature of the situation with regard to the furniture industry is the rise in cost of materials. Commodity prices have risen 17 cents since June, 1921. Cotton and steel have shown particularly strong increases, but there has been a stiffening in practically all lines. Cotton price increases affect all textiles used in the furniture industry, steel affects screws, nails, beds, etc.

One of the most important indices of industrial conditions is the record of commercial failures. These have been particularly heavy during the past few years of stress. The number of Commercial failures in Canada in 1918 was 790; in 1919, 720; in 1920, 1050; in 1921, 2,400; and in 1922, until October 19, 2,939. The liabilities in 1921 were $73,000,000, while in 1915, the next worst year recorded, they were only $41,000,000. This big discrepancy is of course partly accounted for by the increase in commodity prices.

### Signs of Recuperation

I believe that the worst of the depression is over and that we may look forward with confidence to better things. 1921 was a year of deflation, 1922 is a year of recuperation, the beginning of the upward trend. Fundamentally conditions have improved. Everybody has got back to serious work. Waste and inefficiency have largely disappeared. Manufacturers have been putting their houses in order, and the efficiency in our factories has increased tremendously. Another encouraging sign is that two of our basic industries, steel and cotton, are likely to be flourishing. The cotton crop will probably be 25% greater than last year. The steel companies have increased their employees' wages 20%, which is a sure indication that they anticipate a labor scarcity.

### Monetary Situation Improved

The monetary situation is also improved. The banks have decreased their loans. Money is cheaper—and is likely to be for some time—and cheap money means trade expansion. Loans for hundreds of millions have been subscribed in a few days. There is more money available than can be used. Consider in Canada how bonds have been bought up.

Retail merchants have got rid of their surplus stocks and prices are, in the main, deflated. The employment situation is improved. Last year at this time some reports showed 3,000,000 people out of work on this continent. Now it is stated, there are only some 500,000.

The railways will be making extensions and additions to rolling stock. There is a big car shortage which will have to be made good. Building has been going ahead remarkably in Canada this year—the majority being residence work. At least 20,000 houses are being put up this year, and it is the new homes that are the biggest prospects for furniture business. Government figures show that in 1919 there was $30,000,000 spent in the construction of residences; in 1920, $42,000,000; 1921, $40,000,000, and in the first eight months of 1922, $71,000,000. The effect of this great building activity should mean an increased demand for furniture next year.

### Co-ordinated Effort Needed in Furniture Industry

The furniture industry has big opportunities ahead. What we need is co-ordinated effort to take full advantage of them. Associations will help the retailers through the strengthening of selling forces, the elimination of unfair practices, the dissemination of information on cost accounting, etc. At the moment we suffer from an almost total lack of co-ordination between the manufacturing and retail branches of the industry, as far as selling is concerned.

## Period Furniture

# The Splendour of Louis XIV

***This French King's Influence all in the Direction of Richness in Design and Lavish Expenditure in Art— Andre Boulle the Master Craftsman of this Period***

The furniture of this period is so rich and massive in characteristic that it is hardly suitable for other than the largest and most richly furnished rooms. Today this design is found mainly in very sumptuously furnished places, such as the residences of the very wealthy or in the more finely appointed hotels, ships, staterooms, theatres and palaces. The Peace Conference Room at Versailles is an outstanding example.

Other noticeable features of this period are the well-balanced barocco ornaments and tortoise-shell cabinets. The tortoise-shell cabinets, sometimes called Boulle cabinets, dominate the period. These cabinets were of the most elaborate design and inlay that human skill, physical and mental energy could produce. Boulle perfected the art of inlaying and incrustation. He is even given credit for the origination of the class of furniture which is enriched with tortoise-shell, brass, copper and tin in the form of inlay. It is known that metal incrustation was done prior to Boulle, but he developed the use of metal incrustation and brought it to such a state of technical perfection that even today it has not been surpassed.

The design of this period consists of straight lines and the curve; the curve is bold; interlaced bars, or bars ending in scrolls. The furniture is often rectangular, solid and heavy. Bases and supports are close to the ground and straining rails are heavy.

### Ornamentation Lavish But not Excessive

The Louis XIV style, though stiff and severe was marked by dignity, grandeur, bold effects, lavish but not excessive ornaments, and faultless workmanship which gave it a feeling of austere and rigid formality. In the decorations the anthemion and acanthus leaf were prominent ornamentation. Pastoral scenes by Watteau were used, and rococo details, natural flowers, festoons, baskets, ribbons and lace effects.

Chairs were large and comfortable, being usually upholstered, back and seat, with tapestry, brocade of galloon. The legs of chairs were straight turned or carved, in squarish effect like pedestals. This applies more to the earlier part of the reign. Later we get the cabriolle leg ending with some sort of claw foot. The legs of tables were similar to those of the chairs.

Tables were small; round and oblong tables and consoles became common. They were ornate and handsome. The finest were of carved and gilded wood with term-staped legs connected by straining rails. Tables were made of oak, violet-wood, walnut, pine and cherry; rosewood was also used for parts. Marquetry was a favorite ornamentation for tables at this period. Beds were designed chiefly with a view to supporting elaborate draperies. A couch, gilded, painted and varnished made its appearance and was named the "lit a la duchesse." Carved and inlaid panels were much used on chests and wardrobes.

### Carved Decorations

Consoles, cabinets and commodes were the favorite pieces of furniture and are found in various shapes and details, but the style remained rectangular—the carcass being of simple construction—and supported on straight legs tapered or only slightly curved, but solid and heavy with little or no underbracing.

The decorations and ornaments consisted of rocks, tortoise-shells, carved here and there in brass or bronze on corners of tables, centre of tables and doors of cabinets, frames of chairs and many other prominent places on furniture; foliage wreaths, cupid and female heads and busts, satyrs, fountains and doves were likewise distributed. Mirrors were framed in square frames of walnut or some other dark wood with gilded border and gilded ornaments. These frames were made of the most superb workmanship and placed in every room, all to create a style in perfect harmony with the pomp and glittering splendour of the age. The Hall of Mirrors belongs to Louis the Fourteenth period.

# Period Furniture



*The trend of the Louis XIV period was largely influenced by the determination of this monarch to have a "good time." Note the lavish decoration in all these pieces, the elaborate metal work in scrolls and faces, and the rich upholstery.*





# Upholstering

# Further Steps in the Making or Repairing of an Upholstered Chair

In our last article, p. 48, October issue, Fig. 6 showed the seat of the chair after canvassing over the springs. The edge of the canvas must be tacked as low as possible on the rail, as shown in Fig. 7, (see next page) or tacked on top of the rail with a gutter sewed to the webbing.

The next step is the formation of the nosing, which may be made in two ways. When referred to as a "nosing," it means simply that a roll is built up on the rail itself, when it extends back to a point even with the springs, we will refer to it as an "edge."

Fig. 8 shows the first step in forming the nosing. A strip of canton flannel is back-tacked to the front of the rail. This strip is filled uniformly with hair so as to produce a fairly compact roll, and the back edge is tacked to the back of the rail, as indicated in Fig. 8 A, a cross-section sketch. This nosing is given a single straight stitch after the manner of a regular stitched edge, Fig. 8 B. When the canton flannel is carried back onto the springs, it is stitched to the spring canvas, as indicated by Fig. 9. This is stuffed into a regular edge, but kept low, and shaped to about 1½ inches high in front, as shown in the cross-section Fig. 9 X. The stitched appearance of this edge is illustrated in Fig. 9 A, while Fig. 8 B shows the stitched appearance of a nosing, the front view really appearing very little different, except that the nosing, being low, requires practically a straight stitch.

### Covering the Nosing

The next step in the treatment of the seat is to cover the nosing with a layer of hair. Another strip of canton flannel is back-tacked to the top of the front rail, and carried back and tacked, if a nosing, or stitched, if an edge, so as to make the finished foundation, as illustrated in Fig. 9 C and cross-section 9 X (the stitched edge, covered) and Fig. 8 C and cross-secton 8 D, (the nosing covered).

A light layer of hair is now placed over the spring canvas, and a covering of muslin is drawn over this hair pad and slip-tacked into position, the cross-section of the chair appearing like Fig. 10. Then, at a distance of about three to four inches from the front edge, a line is drawn on the muslin, as indicated in this figure by an arrow, and on this line the filling and muslin are stitched through and through, Fig. 11.

It should be borne in mind that the object of the nosing or stitched edge, and the stitching of the muslin, which we have just described, is all to provide a base which will allow for the ultimate shape of the down cushion, which is always thicker in the middle than at the edge, and the foundation must be made concave to allow for the convexity of the cushion. This is best explained by reference to Fig. 12, which shows the cross-section and contour of the muslin foundation and the cross-section of the down cushion.

After the muslin has been stitched down, as indicated by the arrow on Fig. 11, the edges are tacked all around and the foundation is finished, ready for the covering.

The seat of the chair, having reached the stage where it is in muslin, is preferably left in this condition while the balance of the chair is brought up to the muslin stage. The back is, therefore, next to be considered.

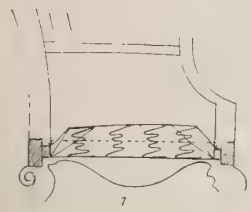
### Springs for Soft Back

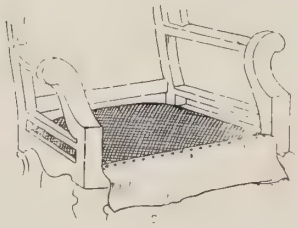
In connection with the chair under consideration, there are two ways of upholstering the back, either with springs, as shown in Fig. 15, or as a plain, softly upholstered pack-back without springs, which will be described later.

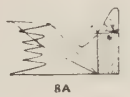
To produce the softest form of back, it is necessary to use a foundation of springs, and these must be kept quite low, it being sometimes necessary to cut a pillow spring in half in order that the upholstering of the back shall not be too thick.

The first stages of the upholstering of the back of the chair we are describing are illustrated in Fig. 13. A thickness of canvas is stretched over the entire outside back and, across this, four strips of webbing are stretched and tacked, as indicated in the figure just mentioned. This provides a foundation for the springs, eighteen in number, which are placed as indicated by the crosses in Fig. 13, and by the circles in Fig. 14. The springs are sewn to the canvas by four stitches, preferably knotted as shown in Figs. 14 A and 14 B, after which they are tied down in the regular way, as shown in Fig. 15. A layer of canvas is next placed over the springs and tacked. The springs are sewn in this canvas covering also by four knotted stitches, as shown in Fig. 16.

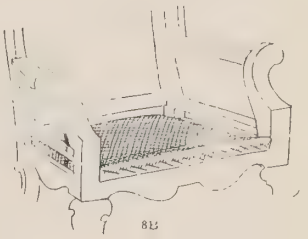
# Upholstering

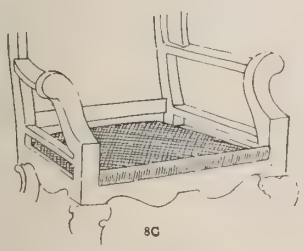

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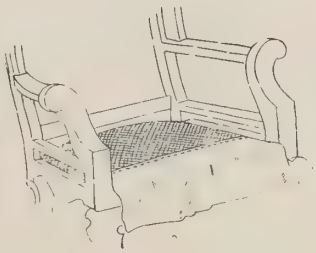


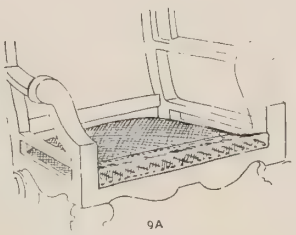

8A

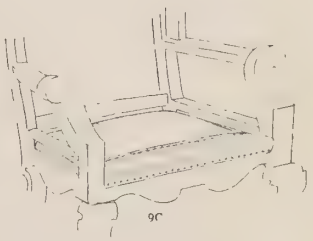

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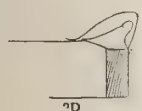

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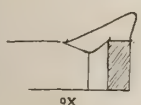

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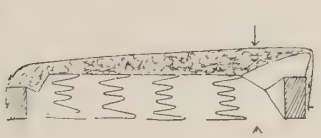



9A

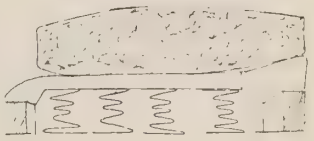

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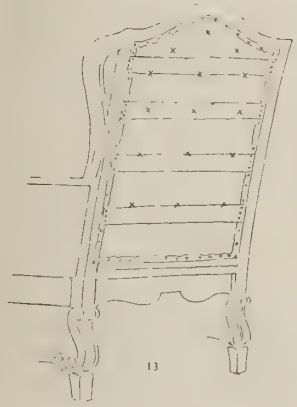

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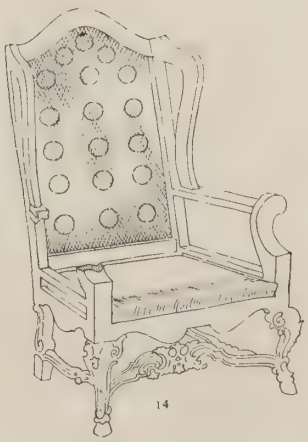

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11

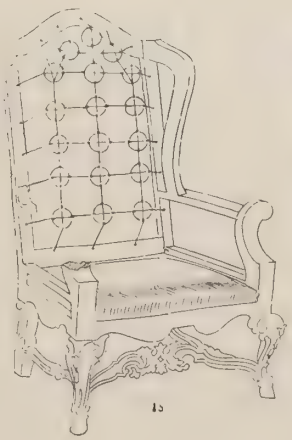

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14A


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16

# Show Card Writing--Talk No. 4

**The fourth of a series of illustrated talks on modern show card writing. The author has had a wide experience in this work and we urge our readers to follow, carefully, the talks as they appear. Are you finding them useful? We'll gladly answer any questions.**

A type of letter that is difficult for one person will often be comparatively easy for another. Anyone who does much in the way of card-writing will soon develop a certain style of lettering peculiar to himself. His finished cards will have a personality about them which is invariably recognized by the casual observer.

Let us say right here that the student should learn to be observant, and study all the cards that appear in the show windows and elsewhere. Many little ideas can be picked up here and there which are sure to be useful to the wide-awake card-writer. When time and opportunity allow study other card-writers' work. Criticize the card in your own mind,—see how improvements could be made. Notice particularly the general finished appearance and how the words have been "set up."

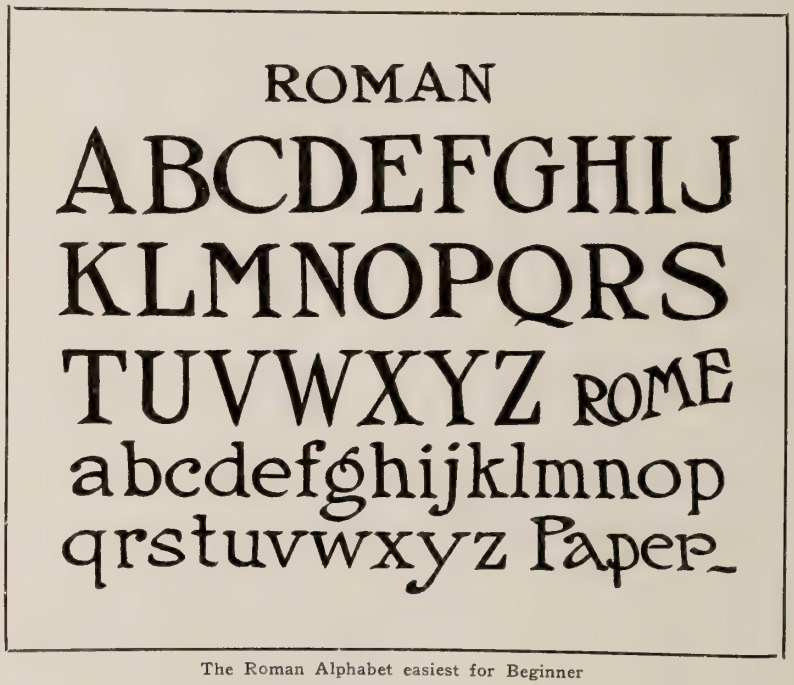
While the beginner will find one type of letter easier to make than another the Roman alphabet must be thoroughly mastered before real high class work can be produced. While this alphabet will present difficulties to any one who has not attempted this style before, the effect of a well-balanced row of Roman letters is well worth the effort.

The Roman is one of the ancient styles of letters and it is said that the capital Roman letters were brought to their present state of perfection by the Romans two thousand years ago, while the lower case letters were developed later by the Italians.

This alphabet, as we have made it, is not a one-stroke letter alphabet, as we understand by the term "one-stroke letter." However, after a careful copy of the alphabet to get the picture of each letter firmly fixed in the mind, with a little practice a very creditable copy of a finished Roman letter can be made with the brush stroke method.

Be careful to make the letters stand perfectly perpendicular, and aim to make the straight lines absolutely straight. The curved parts of the letters must curve perfectly in one unbroken curve.

Care should be taken that the body strokes of the letters are all of a uniform width. For instance, have the straight stroke of the letter




The Roman Alphabet easiest for Beginner

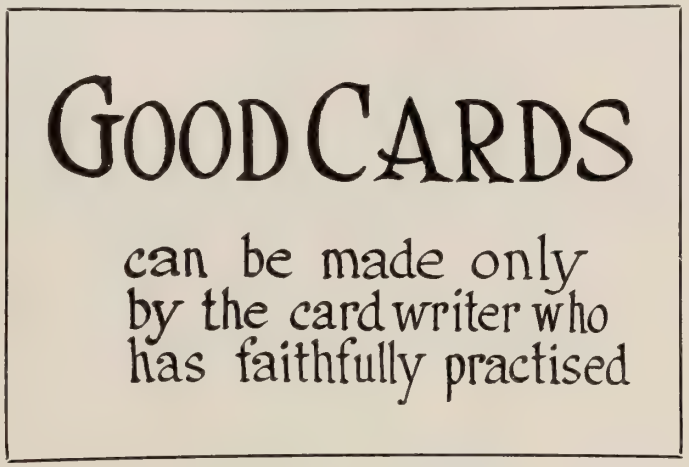
"P" no wider than the curve of the letter "O." Criticize your own work as you go along and correct any mistakes that would stamp the work as being done by a beginner.

The white space between letters must necessarily be the same all the way through each line of lettering. To get this effect, round letters such as "C," "O," "G," etc., should be spaced closer together than square letters like "H" and "T." Where the letters "A" and "T" come together they may overlap a little while "M" and "N" will look better when spaced out slightly. The general principle is to keep an equal amount of white space between the letters rather than keeping the letters a certain distance apart.

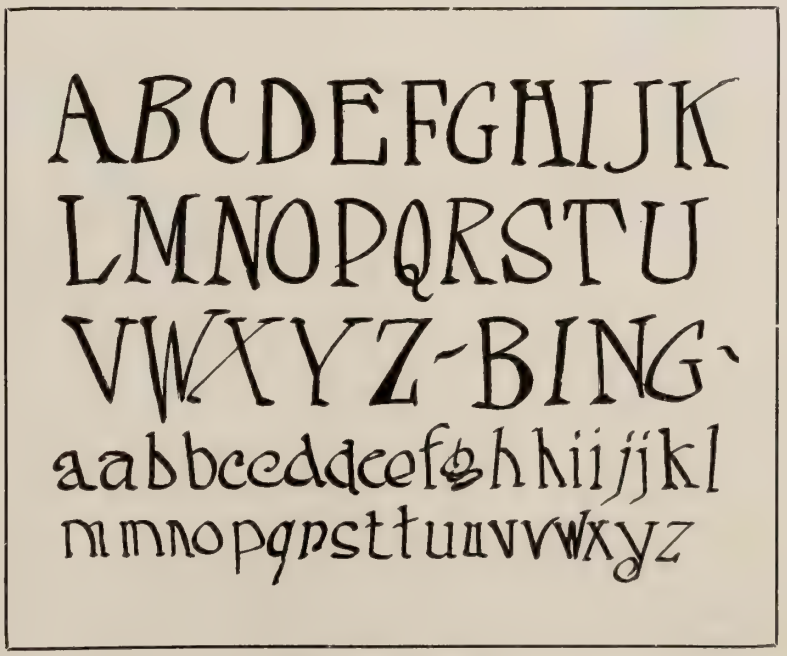
In drawing the letters avoid the common mistake of putting the heavy stroke in the wrong part of the letter. For instance, don't put the heavy stroke of "A" and "V" on the same side of the letter. The general rule for thick and thin letters is all lines which slant down and to the left are light, and all lines which slant down and to the right are heavy. The letter "Z" is the only exception to this rule.

The sharp pointed, as well as the rounded, letters look best when slightly higher than the other letters. The points of "A" and "V" may extend slightly over the guide lines ruled for the letters. The "O," "C," "G," "Q" and "S" may be slightly larger than the others, both in width and height, although this additional size should be only large enough to make them appear in keeping with the straight stroke letters.

A very important feature to remember about the Roman letters is the fact that they look quite as well when modified to suit various special occasions and space. However, first master the standard Roman alphabet, so that it can be drawn perfectly, before attempting the modification.




Practice alone makes Perfect




Mistakes to Avoid

# What Are Your Windows Worth?

***How Many People Pass Your Place of Business?—Does Your Store Make Them Stop and Look?—Good Lighting is a Dividend Payer***

Someone has said "Goods well displayed are goods half sold," and judging by the great sums spent by leading business houses for window displays and fixtures, it seems that there is truth in this statement. With the development of the display as a sales agent, show window lighting became very important, and has developed rapidly in the principal shopping districts of all countries. It is not only a very important factor in the electrical contractor's business, but is also a very essential item in selling merchandise of any kind, from automobiles to pins. The development covers a period of several hundred years but has been rapid in the recent past.

In the early days, when in the evening, the more progressive shopkeepers suspended candle or oil lamps outside over the shop door to indicate that the merchant was still in his store, other merchants quickly adopted this idea. The more energetic storekeepers then put an additional lamp into their shop window to light up their wares. Lighting with gas, and later using mantles, gave a much brighter light in the windows, so that lamps were soon discarded by the leading merchants. Gas lighting, however, was objectionable because of the danger of fire and the intense heat produced.

### Electric Lighting

The discovery of electricity, although comparatively recent, has completely revolutionized show window lighting. It is about 20 years since carbon filament lamps were developed, and at this time show windows were lighted by unshaded lamps suspended from the ceiling as shown in Fig. 1.

The tungsten lamp was soon developed and was so much brighter than the carbon lamp that it was found necessary to provide some way to conceal the lamp filament from view. At first, glass shades were attached to these same drop cords, but this method of installing show window lighting was found to be poor and very inefficient because much more light was wasted on the ceiling and on the sidewalk outside, than is really delivered upon the display, Fig 2.

### Increasing Effectiveness of Display

Realizing the advantage of shaded lights, illuminating engineers and display men have found by experimenting that if a display alone could be completely lighted and the light source could be concealed, it would increase the effectiveness of the display considerably. Several types of reflectors have been developed. It is now recognized that reflectors installed at the upper front edge of the show window to light the display from in front and above is the most efficient form of show window lighting. Fig. 3 shows clearly the position of these reflectors in the window. This progressive change in methods of show window lighting has been adopted by the leading merchants of every town.

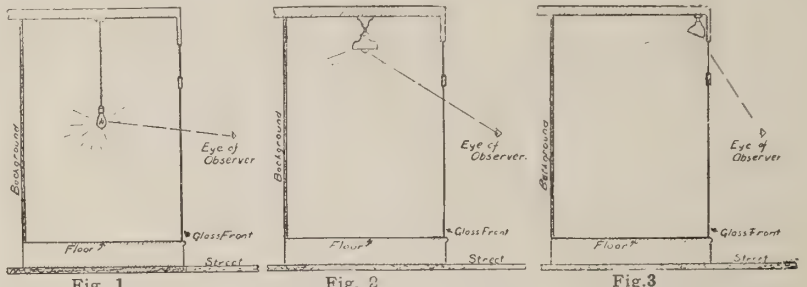



Fig. 1 Fig. 2 Fig.3

### Bright Light is Correct Light

Some people may feel that a bright lamp should be visible in order to draw attention. For show window lighting this is wrong. Bright light attracts attention to **itself** and not to a window display. Attention should be drawn to the **display** and it is this that should be the brightest portion of the entire window. A brightly lighted show window is not necessarily a correctly lighted one. Glare hurts the eyes and makes seeing difficult, while a window correctly lighted invites attention and creates a pleasing effect. You can test this statement yourself by the following simple experiment: place an unshaded lamp in front of a picture on the wall

and then step back a few feet, and note how much of the picture you can see clearly. Then hold a book or a piece of paper at arms length so as just to cover the bright light, and you will realize that just as the bright unshaded lamp prevents a clear vision of all the details in the picture so it also prevents the details of a window display from being brought out clearly.

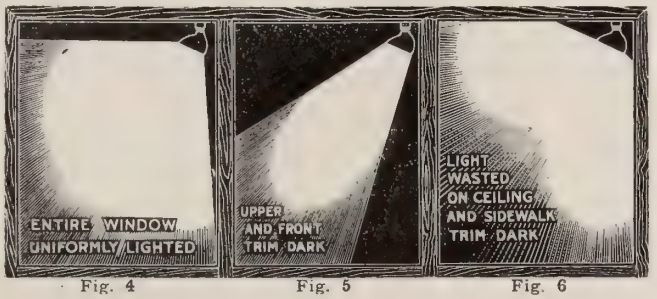


Fig. 4 Fig. 5 Fig. 6

### Many Shapes and Sizes of Windows

We find show windows of many shapes and sizes. High windows, low windows, shallow, deep, square, L-shaped windows and those with open glass or mirrored backgrounds; windows with low displays, high trims, etc., yet all of these conditions can now be properly and economically taken care of. Each individual reflector is suited to a particular type of window and it is vitally important that the proper shape of reflector be used to obtain the best results. Fig 4 shows a uniformly lighted window; Fig. 5 a window that would be suitable for the display of a single article; Fig. 6 shows wasted light.

The question of trim in a show window also makes it necessary to choose the correct type of reflectors. Fig's. 7 & 8 show windows of different types, fitted with reflectors to give the proper distribution as required by the trim and design of the window. It is evident that the reflector used in Fig. 7 would not be practical for use in the window in Fig. 8 on account of the glass top in the back wall of the window. Light would pass through the glass into the store. On the other hand, if the reflector in Fig. 8 were used in the window in Fig. 7 it would not illuminate the upper part of the high display, and the result would be a poorly lighted window.



Fig. 7

In some windows, it becomes necessary to use several types of reflectors combined. This is especially true of some of the odd shaped windows which are being adopted in order to gain greater window space on a small frontage. Modern progress in the art of display has caused the development of some complex windows. The concentration of business and the growth of cities makes street frontage rare and limits the window space available. As a result of this, "built-in" windows are often installed.

Let us suppose that a store has a 50 ft. front. Ordinarily this would give about 35 feet of show window frontage, but with a "built-in" window this can easily be increased to 60 or 75 feet. A window of this kind requires two types of reflector to light it properly. The street frontage should have two distributing reflectors on each side, while reflectors along the corridor should be of a more concentrating type.

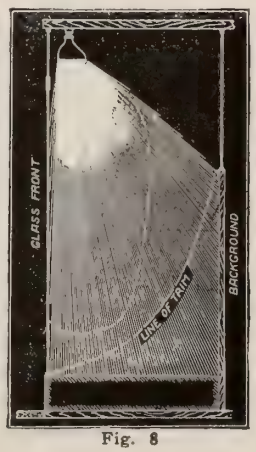


Fig. 8

### The Arcade Window

Another novel type of show window is the arcade window of which a ground plan is shown in Fig. 9. The arcade window is practical where a conservative front, as well as

a spacious area for the display of merchandise is required. Here again the front reflectors should be of a distributing design while those along the corridor can be more concentrating. Often an island is placed in an arcade in order to utilize valuable floor space. Since an island window of this kind is glass on all four sides, care must be taken to choose reflectors that will adequately illuminate the display and at the same time confine all the light within the window.

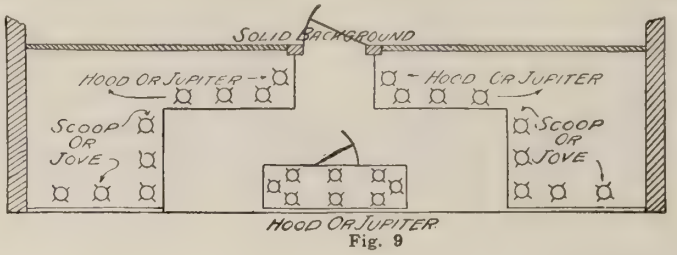


Fig. 9

One of the more recent developments in the art of commercial display, which has been an outgrowth of the modern window lighting methods, is the use of valances. The valance answers a dual purpose. It provides an excellent means of concealing the reflectors and adds wonderfully to the appearance of the window. Valances are rapidly replacing the paintel band which has been used for many years to overcome the objection of exposed reflectors. It is more dignified and more attractive, having decorative features as a rule, and sometimes bearing the monogram of the firm.

### Color Lighting

When lamps of high intensity first became available, the display man could easily contrast his particular window against those surrounding it, by increasing the intensity of his illumination. Window lighting intensities to-day have been developed to such a high degree, however, that adding intensity is no longer practicable to produce contrast, or attention value. Color lighting has therefore been developed.

We all appreciate the value of colored light on the stage. The night scene is made real to us by a tinge of blue, while the spring morning scene gives us the effect of a rising sun by carrying a tint of light green or yellow. In a similar way, colored light in show windows will attract our attention and appeal to particular emotions. Colors are suggestive and by tinting a display with the proper colors, associations can be brought about which create in the prospect, a favorable state of mind and a desire for the product displayed.

The show window footlight and the spot light are among the most recent developments in the art of store lighting. By having the window fitted with footlights as well as ceiling reflectors, striking variations in the lighting of the window can be affected. One evening the footlights alone may be lighted, the next evening the ceiling reflectors and the third evening color effects may be used, etc. Variations of this kind have been found to be very effective in compelling the attention of the passers-by.

The show window spot light serves the same general purpose as the stage spot light. It concentrates a bright beam of intense light upon the leading part of the display and thus focuses the attention of the spectator upon it. Colored light can also be produced with the spot light to give pleasing color effects and variations in the window.

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Jacques Furniture Co., Ltd.
Kitchener, Ont.


Krug Bros. Co., Ltd.
Chesley, Ont.

## Statistics Tell this Tale—

# Nine Merchants Fail Out of Ten

### And it's Generally Because They Don't Figure Costs and Profits Correctly—Do You Figure Expenses on Sales and Profits on Costs?

A well-known merchandising expert recently stated that

> **"Statistics show that 90% of merchants who start business are unsuccessful, largely for the reason that expenses and profits are figured incorrectly. The custom seems to be very general to figure expenses on sales and profits on invoice price. If this basis of figuring does not put a merchant out of business, it keeps him continually in a position of finding it difficult to meet his payments when they become due."**

This is a rather startling statement, but it indicates how easy it is for the merchant to fool himself on percentages. It is obvious to anyone who considers the matter that expenses and gross profits must be calculated on the same figures, either invoice price or sales price—it matters little which. Sales figures are the more convenient to use, as the merchant knows from day to day or year to year what his sales figures are, whereas it requires considerable detail work to secure invoice prices for all the units sold during the year. It is, of course, a matter for the merchant to decide whether he will use his sales or invoice figures—the comparative results would be the same in either instance. Let us illustrate, basing our figures in the first example upon the sales price and figuring expenses as 30% of sales:

**Basing Figures on Sales**

| | |
|---|---|
| Sales price is | $12.00 |
| Invoice price | 8.00 |
| Gross profit | 4.00 |
| Expenses 30% of sales price | 3.60 |
| Net profit | .40 |

=3 1/3% of $12.00

It will be noted that the invoice price of $8.00 is 66 2/3% of the selling price, and that the mark up of $4.00 is 33 1/3% of the selling price, making a total of 100%, or $12.00.

**Basing Figures on Costs**

Basing expenses and gross profits on invoice price, the final results are as follows:—

Expenses for the year having figured out as 30% of sales, we see that 30% of $12.00, the sale price, is $3.60. $3.60 is 45% of $8.00, the invoice price. 50% mark up has been added to the invoice price. The difference between 45% and 50% is 5%. 5% of $8.00, invoice price, is 40 cents, corresponding to the net profit as figured on sales price.

Where the mistake is made is in figuring **expenses on sales** and **profits on invoice price,** the apparent difference between the 30% of sales and the 50% mark up on cost being considered by some merchants as their net profit whereas the actual result is 3 1/3% net profit, as already shown.

Here is an easy method of figuring the per cent of gross profits being made on any article: Subtract the invoice price from the selling price and divide the selling price into the difference, adding two ciphers to the latter, as follows:—

| | |
|---|---|
| Selling price | $12.00 |
| Invoice price | 8.00 |

400.00÷12=33.33=33 1/3%

In order to find the necessary percentage to add to invoice price to give a certain net profit, say 10%, assuming expenses are 30%, add the net profit to expenses, (in this case making 40%,) and substract from 100%. Divide the resulting figure into added total per cent expenses and net profit, as follows:—

| | |
|---|---|
| Expenses | 30% |
| Net profit desired | 10% |
| Total | 40% |
| Deduct 40% from 100%= | 60% |

Divide 60 into total expenses and net profit, adding two ciphers 4000÷60= 66.66=6 2/3.

The matter of figuring profits requires closer attention than many merchants are giving it. One of the first essentials of success in merchandising is to know at all times what one is making —or losing. This information is really the compass by which his policy must be determined—and if his compass be at fault, the merchant may at any time find himself on the shoals of insolvency. Don't trifle with figures. They won't lie to you, but, if you handle them carelessly, they can be astonishingly deceitful.

# What are the Items Entering into the Cost of Various Pieces of Furniture

A retail reader has made the suggestion that we publish from month to month the varying prices of different kinds of lumber so that retailers may be able to size up the situation as regards the probable trend of prices. In this connection we have some interesting figures on the various items that go to make up the cost of an article of furniture—which we are reproducing herewith—and which show that the cost of lumber is a comparatively small item. These figures are taken from a recent issue of the "Canadian Woodworker" where the details of cost of four grades of a 48 inch dresser are outlined.

On the highest grade, the lumber, which included in this particular case walnut, gum, birch and mahogany, accounted for 25% of the actual cost. As the grades became cheaper, the cost of lumber, naturally, became a still smaller factor. On what was termed grade C.I. the percentage cost of the lumber was 23%; grade D was 21% and grade E, 20%. Taking grade D as an example, our readers may be interested in noting the various items which we outline as follows.

DETAILS OF COST
GRADE "D"—48-INCH DRESSER

| | | |
|---|---|---|
| 8/4 Quarter Sap Gum, includes waste—6 3-4 ft. at | .077 | $ .52 |
| 4/4 Quarter Sap Gum, includes waste—10 ft. at | .04-1/2 | .45 |
| 4/4 Sap Gum, includes waste 7 ft. at | .033 | .23 |
| 3/4 Sap Gum, includes waste—18-1/2 ft. at | .024 | .44 |
| 5-Ply Plain Walnut Top, no Rim, Gum Core—7-1/3 ft. at | .225 | 1.65 |
| 3-Ply Plain Walnut Front—6-1/2 ft. at | .225 | 1.48 |
| 3-Ply 1/4 Plain Walnut Ends—6-7/10 ft. at | .14 | .94 |
| 3-Ply Gum Drawer Bottoms 16-1/2 ft. at | .05 | .82 |
| 3-Ply Gum Backs—6 ft. at | .05 | .30 |
| 5-Ply Gum Mirror Back—8-1/3 ft. at | .04 | .33 |
| 1-Ply Dust Bottom—7 ft. at | .022 | .16 |
| Glue and Sand Paper | | .35 |
| Factory Hardware | | .64 |
| Casters | | .09 |
| Finishing Material | | .75 |
| Trimmings | | .70 |
| Mirror comm. quality 28 x 38 inch with 4 per cent for waste | | 7.92 |
| Packing Supplies | | .22 |
| Packing Lumber—42 ft. at | .02 | .84 |
| Total Material | | $18.25 |
| Direct and Indirect Labor | | 6.10 |
| Factory Burden | | 3.05 |
| Factory Cost | | $27.38 |
| Selling and Administration | | 6.84 |
| Gross Cost—No Profit | | $34.22 |

## Staged an Interesting Display at Recent St. John Exhibition

At the recent exhibition in St. John, N. B. one of the attractive features was staged by Manchester Robertson Allison Limited. In response to our inquiry for details of their exhibit Mr. Walter C. Allison, director of the company, sends us the following interesting information:

Editor, Furniture World:

"We sincerely regret that we did not have a photograph taken of this exhibit for you to reproduce in the Furniture World. We would be only too glad to send it to you if we had it.

"As a matter of fact, it was not strictly a Furniture exhibit. The furniture which we showed in it was especially made and imported for the show and was merely the background of a child's fashion exhibit and livened up with very sweet little living models aged from 4 to 12.

"We occupied a space 32 x 14—a Child's Modern Nursery—furnished and decorated most completely and daintily in ivory. We had two fashion parades daily and three on Labor Day—the holiday.

"Judging by the crowds and their comments, we believe this was an unqualified success. In fact, we doubt if anything at the Exhibition created a like amount of favorable comment and caused any more genuine delight and pleasure to all who saw it.

"The children were recruited simply on account of their suitability as to age and appearance, from anywhere they happened to be in the city. They were trained in deportment and poise by a talented young lady kindergartener, and of course, costumed by us in the very nicest child's clothes, both indoor and out, to be seen anywhere.

"They paraded from up into a little balcony from the dressing room in back, then across balcony and down into the nursery, around through it, and back to dressing room. They also had a child's tea party and wound up with a little kindergarten dance. This was the extent of the parade, but they never appeared twice in view of the public with the same clothes on."

Yours truly
Manchester Robertson Allison Limited,
Walter C. Allison,
Director.



At a recent Owen Sound Exhibition, the American Bent Chair Co., had a very fine exhibit

## Prominent Furniture Dealer Heads N .B. Retail Merchants Association

A. Ernest Everett, who was elected president of the Retail Merchant's Association of New Brunswick Provincial Branch of the Retail Merchant's Association of Canada, Inc., at the eighth annual convention, held in St. John, N. B., on October 10 and 11, is a member of one of St. John's oldest families. He is also one of St. John's most successful house furnishers and office supply dealers, the businessmen occupyng a large store on Charlotte street, with show rooms and offices, and with warehouses situated on Canterbury and Prince William Streets. Born in St. John, and educated in the St. John schools he made his start in a business career with T. McAvity & Sons, Ltd., hardware merchants, of his native city. After spending more than nineteen years with this firm, in 1912 he took over the business of C. S. Everett, a brother, who, up to his death, was operating the present furniture business.



A. Ernest Everett

Mr. Everett is a son of C. Everett, president of C. & E. Everett Ltd., furriers, St. John, N. B., and is also vice-president of this company, which has been in existence in St. John for more than a century. He is a Past Master Albion Lodge, F. & A. M., a member of the Rotary Club, the Union Club, the Commercial Club, the Y.M.C.A., and many other societies. In private life, his favorite sports are yachting and motoring. During Mr. Everett's twelve years in the furniture business, he has built up a large organization, based on modern merchandising methods. He is a large advertiser, one of his special forms of advertising being a monthly store paper, containing illustrations and descriptions of selected articles of furniture, together with prices. This paper is mailed direct to householders. Mr. Everett is a strong supporter of the Retail Merchants Dollar Day, and always takes part in the semi-annual bargain day for the public. He is not worrying about hard times, but is optimistic regarding the future, and believes that before very long business conditions will be on a good footing. Although many stores are attempting to get down to a cash basis of doing business, Mr. Everett finds that he can successfully carry on by making terms most suitable to his customers, cash, credit or instalment. He claims that the whole secret is in sizing up your customer, and not giving credit indiscriminately.

## Here and There in the Furniture Trade

The Gordean Furniture Co. is starting business in Edmonton, Alta.

The Globe Bedding Company Ltd., is opening a branch at Moose Jaw, Sask.

Frank Tench, furniture dealer, of Saskatoon, Sask., is changing his location.

Yorkton Furniture Exchange, Yorkton, Sask., is reported to be under new ownership.

W. Jamieson, Upholsterer, of Winnipeg, Man. has removed.

H. E. Dufresne, Furniture Dealer, Montreal, has assigned to L. O. Pinsonault.

The Imperial Furniture Company has been registered in Toronto by Dora Levine.

The Royal Furniture Co., Montreal has made an assignment to Alex. Desmarteau.

The Dominion Upholstery Co., Ltd., has been incorporated with a capital of $40,000 and head office at Ottawa, Ont.

The Goderich Art-Craft Furniture Co., Ltd., has been incorporated with the head office at Goderich, Ont.

The Parlor Furniture Mfrs. Ltd., Pointe Aux Trembles, Que., were burnt out recently. It is understood the loss was covered by insurance.

The Grey Furniture Co., Ltd., Neustadt, Ont., are adding another storey to their present plant, which is a building 100 x 60 ft. They have recently taken up the manufacture of medium grade of bedroom furniture and a line of library tables. Their former products were parlor frames and diners.


# 97%

of Furniture and Allied lines are sold on the recommendation of the Retail Merchant.

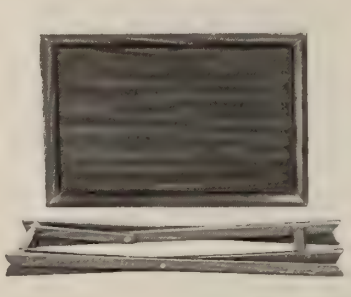
In the eyes of the Consumer **he** is responsible.

***Do you really know "THE FURNITURE WORLD?"***

# For Christmas



Jacques Furniture Co.





Canada Furniture Manufacturers



Knechtel Furniture Co.



Krug Bros. Co., Ltd.







Framed Pastel, Phillips Mfg. Co. Candle sticks, with bobashes, by Gold Medal Radio Phonograph Corporation

# This Will Help Your Customers Solve the Problem of Furnishing the New House



5423/4 Dressing Table

***Ready for Immediate Shipment***



5421/2 Chiffoner



542 Bed

A Walnut Bedroom Suite of quaint and artistic design at a price you would pay for cheaper woods.

Dresser, Bed, Chiffonier, Dressing Table, Bench, Chair and Rocker. Decorated or plain to suit your customer's wishes.

***This is a Suite That Will Bring Business***

## The North American Furniture Co. Limited

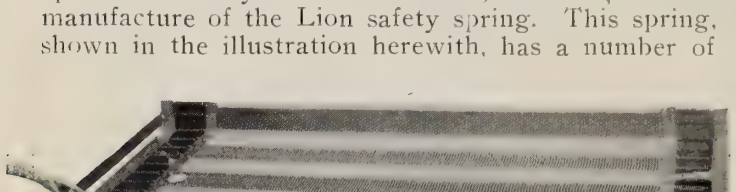
Owen Sound, Canada

### Selling Farabed in Canada

The Gold Medal Furniture Manufacturing Company Limited, Toronto, have taken over the Farabed for Canada, and expect to find a large sale for it. This bed has many unique features all its own, giving it a range of usefulness that places it in a class by itself, and offering the dealer a new field of activity. In other words, even when a dealer has sold a complete outfit to a modern home he can sell this bed to the same home, for it has uses in most any room in the home. When properly demonstrated, people readily see the advantages of possessing one. It has taken about five years of tests and experiments to bring it to its present stage of perfection. Comfort, adaptibility, strength and durability are the outstanding features attributed to this new bed. The steel angle frame is fitted with rust proof twisted links with helical springs at both ends and sides. This insures conformity with the body and obviates sagging. Various grades of mattresses are supplied to fit the bed.

### A Spring With New Features

The Lion Safety Spring Co. Ltd., has recently opened a factory at Sussex Mews, Toronto, for the manufacture of the Lion safety spring. This spring, shown in the illustration herewith, has a number of



new features, one of which prevents the mattress from spreading. C. Gertzbein is the president and manager of the company.

### Quality Mattresses

One of the most profitable side lines for a furniture dealer is a good quality bed mattress. Such a mattress is illustrated herewith. It is manufactured by the Fischman Spring Co. of Kitchener, Ont., and as a "Sleep-inducer" it is claimed to be unsurpassed. Hundreds of steel springs, enclosed in strong fabric pockets, give an unusual quality of comfort and restfulness not found in the usual mattress. The padding is a high grade white layer felt and the ticking is of the best quality blue and white stripe. Large ventilating grommets are placed in the border. An important feature is the five year guarantee that goes with these mattresses. They will make excellent Christmas presents.

### Personal Mention

The Stratford Manufacturing Company do a large export business to South Africa. Mr. Charles A. Moore, president and manager of this company had an interesting experience in Chicago recently in this connection. He was attending an illustrated Travel Talk on South Africa and, as the pictures were thrown upon the screen, Mr. Moore was surprised and delighted to see, in two of the views, park seats and lawn chairs made by his company.

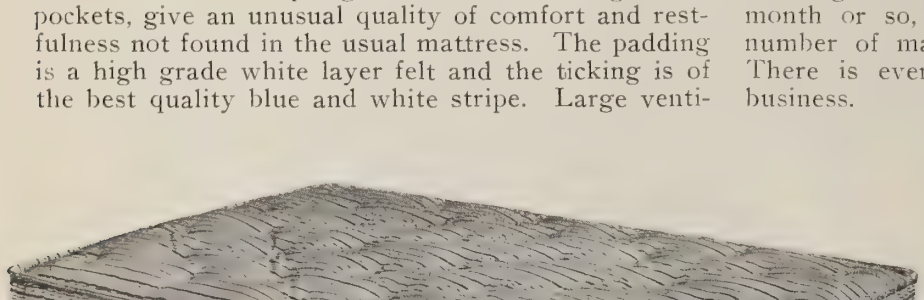
Mr. Martin Orme, a Director of Orme Ltd., manufacturers of pianos, victrolas, etc., Ottawa, died recently at the age of 31.

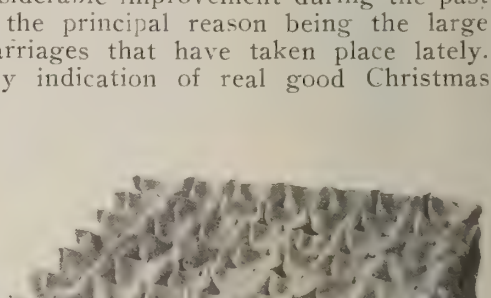
Messrs. M. McGuinty & H. Heavener have recently purchased the interest of the Wagar Furniture Co., Ltd., of North Bay, Ont., the store has recently been remodelled and is now a very fine furniture store, and will be known in future as McGuinty & Heavener Limited.

Jack Gilmour, has recently been appointed manager of the furniture department of R. H. Williams and Son Ltd., Regina, Sask. Mr. Gilmour needs no introduction to the furniture trade in the West as he has been travelling the Prairie Provinces for a number of years with some of the best lines of furniture obtainable.

W. G. Quast, manager of the Saskatoon branch of the Knechtel Furniture Co., was a recent visitor to Winnipeg. He states that there is a decided improvement in the West, especially so in the larger cities, and anticipates big business during the months of November and December.

Winnipeg furniture dealers report business as showing a considerable improvement during the past month or so, the principal reason being the large number of marriages that have taken place lately. There is every indication of real good Christmas business.





Fischman Spring Co., Kitchener, Ont. Springs in pockets, clipped together, forming the spring construction


Furniture World
Province
of
Quebec
Section

## Quebec

# Montreal Furniture Stores

### City Excels in Retailing but Leaves Manufacturing Largely to Ontario

From the furniture point of view, Montreal is a city of retail stores. There are no factories in the ordinary meaning of that term. Three or four firms design, manufacture, and sell furniture, the orders being secured either through general advertising, connection, or reputation. This furniture is of a higher class than that retailed in the usual way, and naturally its cost is proportionately greater. Such firms make a specialty of advising clients, not only on furniture, but on the correct decorative schemes in connection with the furniture desired.

According to the directory there are 120 retail stores in the city, including those that sell office furniture, and auction rooms selling furniture. Naturally they appeal to all classes, those who can afford good furniture, those whose purses will allow of medium furniture, and those to whom price is the great consideration. Many of the stores carry lines such as gramaphones, piano players, and pianos—some of them making a special feature of the first named. They claim that it is of great value in drawing people to the stores, thereby enabling sales of other goods to be made.

While the stores are located in all parts of the city, the greater number of the principal establishments are on St. Catherine Street, with a number of fair-sized stores on St. Lawrence Boulevard. With one exception, all the departmental stores are situated on St. Catherine St. This is the chief shopping thoroughfare, and it is only logical that the outstanding furniture stores, appealing to the public through window displays, should find their homes on a street which is crowded all day with people bent on shopping.

#### Some Fine Furniture Stores

Montreal can boast of some very fine furniture stores, one being ten storeys high. The windows are, as a rule, dressed in very attractive fashion. The departmental stores confine themselves to a more simple style of setting than the ordinary stores—they display a complete bedroom, dining room, or other suite; this is due to a certain extent to the limited space for furniture, owing to the claims of other sections of the departmental stores on the window space. Some of the interiors are very spacious, excellently arranged, and two or three are very charmingly planned. The idea of model rooms is carried out in several stores, with such modifications as space will admit. According to the managers of the stores with such features, the latter are of great value in selling goods. Customers are seeking more and more conditions which will enable them to visualize the effect of the goods in their homes, and they also demand stores which will give them maximum comfort when shopping. Hence the tendency for greater beauty in the construction and decoration of the stores.

Some of the firms have been in existence many years, and have customers extending to the third generation. One firm, which has been established 50 years—P. H. Labelle & Company Limited—is going out of business. The greater use of advertising has, to a certain extent, modified the old-fashioned idea of loyalty in matter of buying. The increase in newspaper advertising and the frequent offering of bargains have made such an impression on the public that buyers no longer stick to given stores as was the custom years ago. They will visit two or three stores and compare qualities and prices before coming to a decision. They want the best that can be purchased for the money available and will spend much time in order to get it. The purchase of furniture often means the expenditure of considerable sums; it involves the comfort of a family; often the expression of individual taste; and the ideal of what a home should be. For these reasons people will take a very long time in deciding on their requirements, even in cases where the money laid out is not great. Competition is very keen, and the departmental stores and retail furniture stores use the Daily Press very freely to secure trade. Back of it all, they give considerable service, in order to retain, as far as possible that trade.

A certain amount of United States furniture is sold in Montreal, and a limited quantity of British, French and Belgian furniture also comes in; the latter is of a very high quality, and the price is beyond the reach of the ordinary man. The majority of pieces is of Canadian manufacture; for ordinary purposes Canadian buyers can find all they need in the way of furniture in our own country.

## Quebec

# A Furniture Firm with a World-Wide Reputation

## As Designers, Manufacturers and Retailers of Exclusive Furniture

The name of Waring & Gillow, Ltd., is known the world over, as designers, manufacturers and retailers of exclusive furniture. The term exclusive is often mis-used, but we know of no other adjective which so adequately describes the class of goods marketed by this firm. The head office is London, England, with branches in Liverpool, Lancaster, Manchester, Montreal, Paris, Brussels, Madrid and Buenos Ayres.

The Canadian branch, at 394 Phillips Square, Montreal, was established 14 years ago with the object of importing English furniture. Climatic conditions and the distance from the manufacturing plants in England dictated a change in policy. It led, in fact, to the establishment of a factory in Montreal, which proved so successful that the manufacturing facilities had to be enlarged; the factory and upholstery department are situated behind the store. The branch takes care of the business on the North American Continent.

The trade is of course of a different character from that of the ordinary retail store. It is entirely of the Made-to-order type, the furniture being of the highest possible grade.

### Demand for Period Furniture

There is an increasing demand for fine copies of old furniture of various periods. The firm's reproductions are copied from authentic models, with an endeavor to embody in these reproductions the spirit and ideals which influenced the old masters of furniture design.

The store, on two floors, really serves the purpose of show rooms. They are stocked with goods made in the factory, and give an excellent idea of the class of furniture manufactured. It is only occasionally that a suite or piece of furniture is sold from the floor.

### Furniture to Order

The windows are not very large, and are dressed with three of four pieces of furniture against a background of tapestries. Very little is done in the way of newspaper advertising; neither is any soliciting done. Business is secured through recommendation. Its nature naturally limits its borders, as only those with means can afford to pay the price for the highest class of furniture, which demands the best craftsmanship. The aim is to produce the very best that skilled designers and workmen can give—in other words, to manufacture and retail furniture that will express the individuality of customers which is difficult to obtain with goods made under quantity production conditions. Each has its place, but it is clear that individuality can only be secured in a maximum degree by the making of goods to order. The personal artistic tastes can in fact be only adequately expressed through furniture made according to their ideas.

The firm undertake the complete furnishing and decorating of a house, including the supply and making of curtains and draperies. A large stock of these, together with upholstered goods, is kept on the second floor, when samples are displayed on easels. English and United States wall papers are also stocked.



Mahogany Sheraton Desk made by Waring & Gillow Ltd.

The firm make a specialty of of rugs and carpets. These include those of oriental origin and Wilton and Auxminster carpets from the Old Country. Some of these are made exclusively for the firm. Mr. C. C. Brookes is the manager of the Canadian branch.

## Quebec

# The Faithful Representation of Merchandise

## Sound Policy That Has Built a Six-Storey Business on Montreal's Big Shopping Street

"The guiding principle in the building of this business has been the representation of the goods as what they are," said Mr. L. Solomon, the manager of H. Solomon & Company, 740 St. Catherine Street West, Montreal. "This is the absolute rule—the sales people are instructed not to exaggerate in any way. They must not make promises which cannot be filled, and they must not in any way leave an exaggerated impression. While we may have lost sales, we have more than offset these losses in retaining the goodwill of those who have bought from us and recommending the store to others."

The business started by Mr. L. Solomon in a small way on Notre Dame Street West is now one of the most extensive in the city. The partners are Messrs. L., S. W., & E. Solomon. The early days were times of strenuous struggle. The basic principles of business were the same then as now—and, said Mr. Solomon, "they have proved of equal value. They pay."

The store on St. Catherine Street West comprises a basement and five floors. It has a frontage of about 185 feet, giving an exceptionally long window space and opportunities for displaying furniture of all kinds. The centre window, with doors on each side, is devoted to the exhibition of draperies. The large amount of window space—not exceeded by any furniture store in the city—gives the public an adequate idea of the range of goods carried and also of the complete service which can be obtained at the store. The policy of marking the goods in plain figures is carried out. People who are looking for furniture appreciate this. They obtain an idea of the value of the goods exhibited; they are attracted by the unmistakeable evidence of what is offered and at what price. The pulling power of this system is evidenced by the fact that within a short period at least twenty suites were sold from the windows.

### Occupy Whole Building

The entire building is occupied by the firm. It consists of a basement and five floors. Except for the basement and the top floor, all the space is devoted to the exhibition of furniture. Each floor is definite in its character, so that a buyer is not confused by the mixing of say, bedroom goods with living room furniture.

The basement is used for storage purposes. The ground floor has three entrances, and except for a small space for offices, contains living room suites. At the Christmas period it is devoted to a very extensive display of goods suitable for presents, an endeavor being made to confine these to values not exceeding $25. The idea is to obtain a share of the considerable sums spent at this season, and to divert it to the purchase of useful articles which are of permanent value. These are more appreciated than many articles bought at Christmas, and which are of a flimsy character. The floor is lighted by 12 indirect lights, giving a very pleasing effect.

### Carry Wide Range of Furnishings

The next floor is mainly devoted to a very large stock of floor coverings in great variety. Here too, are kept the draperies and curtains. The firm makes a specialty of catering to the children—and so there is a special room with cots, baby carriages, chairs, go-carts, etc., and also lines of furniture toys such as doll beds and doll carriages. The decorations are in keeping with the character of the room. The walls are ornamented with paper cut-outs of birds, cats, dogs, etc., which cannot fail to attract the children's attention. It is a detail, but one which adds to the brightness of the department.

There is a very extensive stock of dining room furniture on the next floor. On this floor too are found kitchen goods, such as cabinets and refrigerators. In addition to the furniture in the centre of the floor, there are on one side 16 separate bays, cut off from each other, and so arranged as to form completely furnished rooms, carrying out the idea of model rooms discussed in our last issue. Thus intending purchasers can see at a glance the homelike effect of the various styles of furniture. The same arrangement is carried out on the next floor, where all the bedroom furniture is displayed.

### Everything Inspected

The top flat is used for storage and for in-

# Quebec



*A View of Ground Floor of Store of H. Solomon & Co.—185 Feet of Frontage Gives Opportunity for Splendid Display*

specting and retouching goods which are sold. Nothing goes out of the store until it has been inspected and any defects made good. This inspection involves a certain amount of expense, but it obviates complaints and ensures satisfaction to the customers. Occasionally a slip-up occurs, but the firm takes every means to rectify this, in fact goes a long way to satisfy customers.

Upholstering is also done on the upper floor. Considerable stress is laid on the keeping of promises regarding delivery of goods and the many other matters which constantly crop up. There is no more certain way of irritating customers than making promises and then falling down in their fulfilment. "Do not," said Mr. Solomon, "make promises unless you are sure they can be carried out. Trouble lies that way —and trouble which will mean the loss of goodwill.

A considerable amount is spent on advertising in the daily press. The keynote is the same as in the sales talk—representation of the goods as they are, the wording being free from exaggeration which may give a false impression of values. This, Mr. Solomon stated, is a policy which will attract as well as keep customers.

## Quebec

# Satisfaction to Customers

***Albert's Furniture Co. are Complete Home Furnishers—They Also Have Good Accounting System***

The business premises of Albert's Furniture Company, Limited, are located in what may be termed the retail furniture district of Montreal —St. Catherine Street. Here is situated most of the principal furniture stores, catering to every taste, from cheap to high grade goods. The tendency of late years has been in the direction of concentrating stores of this character in the up-town shopping district. There is a good reason for this. People will, as a rule, buy in a neighborhood where there is a wide choice of the goods they need, and they are naturally attracted to a thoroughfare, particularly one like St. Catherine St., where they are certain of securing what they require.

Albert's store is an example of a concern which was started in the down-town section and was transferred to St. Catherine St. West. The business was established in 1877 on Craig Street, and 16 years ago was removed to 39 St. Catherine St. West. The store has been gradually extended until it has taken in all the adjoining properties up to 53, which is now the address of the company. In May next another addition will be made to the east of the present store, increasing the frontage from 125 feet to 155 feet. The building consists of three storeys at one end and four at the other. At the west side it is at the corner of St. Urbain St., giving some window space on that street.

The windows on the first floor, on St. Catherine St., have no backgrounds; they allow an al-



A section of Albert's window space

# Quebec

most uninterrupted view of the interior—a style which is in increasing use.

The floor is very spacious and is lighted on the far side by three rows of electric lights in white bowls, and by rows of shaded lights in the front part. The windows are illuminated by series of lights in reflectors, built close to the ceiling. The offices are at the rear side of the floor.

### Complete House Furnishers

The company are "complete house furnishers." A very large stock is kept, the various suites being grouped. The first floor contains living and drawing room goods; the next floor carpets and rugs, of which a very large stock is maintained; and the third floor bedroom furniture. Reserve stock is kept in a large gallery built around three sides of the upper floor.

All goods are marked in plain figures, this being in the opinion of Mr. J. Albert (who with Mr. Sam. Albert owns the business) a policy which is of considerable importance in the merchandising of goods. Another point which is kept in mind is giving prompt satisfaction to customers in case of a complaint. Although every care is taken in shipping goods, particularly in the matter of wrapping, complaints will occasionally arise. These are attended to at once, a representative being sent to make any adjustments which may be necessary. The company have found this to be a service which is greatly appreciated.

### Details of Sales

When a sale is made a form is made out in triplicate with details of the transaction such as quantity, number, article, size, color and finish, price, amount, and total. One is given to the customer, the second forms the delivery slip, and the third goes to the office for book entry purposes. This applies to purchases where the delivery is at a future date, c.o.d., or where cash is to be paid in thirty days. In cases where cash is paid a somewhat similar form is made out with the word cash plainly printed on it. An entry is made in the cash book from one of the triplicate sheets, and the sheet is then put into a folder for reference. Besides that, the following ticket is attached to the delivery slip:—

Date Delv'd. .....
Driver .....
Loaded by .....
Checked by .....

All goods received are entered in a receiving book. From that book the following ticket is made out, and when an invoice comes in the ticket is attached. This gives complete information as to the goods, and enables a check to be kept on the receipts of all goods. The method has proved exceptionally useful:—

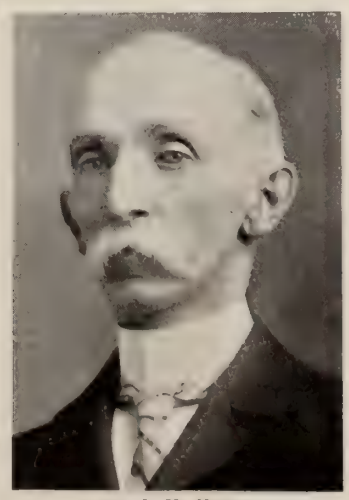
Date Rec'd. .....
Charges .....
Rec'd. by .....
R/S No. .....
Factory No. .....
Stock Sheet No. .....
Invoice No. .....
Remarks .....
O.K'd by .....

With regard to advertising, Mr. Albert stated that it is remunerative if backed up by good value and by selling the goods which are illustrated in the public announcements. Buyers come from all parts of the city and also from outside districts in response to their announcements.

## Forty-Five Years' Service, 1877—1922

Mr. Jno. H. Knapp, furniture, etc., Coaticook, Que., started business in Coaticook, Que., in the year 1877, but was completely burned out in 1888, losing very heavily. But with faith in his own ability and the surrounding country, he rebuilt better than before and proceeded to do a good business according to the times; as years went by, he improved his stock until it was second to none in quality in the Eastern Townships of Quebec province. As Mr. Knapp is a practical woodworker himself, this gives him an accurate knowledge of the goods handled; therefore, he carries the better class of furniture which he claims gives better satisfaction in any old settled district like the Eastern Townships.

Mr. Knapp's success in the furniture business has mostly been due to his near knowledge of the goods he sold; also in his carrying of a large and well assorted stock suitable to his district, his absolute honesty and his enjoying the complete confidence of his customers.



Mr. J. H. Knapp

# Quebec



Mr. J. Diner

## The Secret of Success in Furniture Retailing

By J. DINER

***Careful Buying, Aggressive Salesmanship, Conservative Credits, Judicious Advertising, Good Service***



Mr. M. Kaplan

There are many factors that contribute to the success of any business, but the average furniture retailer would consider the following—Careful Buying, Aggressive Salesmanship, Conservative Credit, Judicious Advertising and Good Service—as the five cardinal points. Each of these points is of vital importance to any progressive firm, and the failure of one must necessarily nullify the benefits of the others.

To begin with, successful retailing depends to a very large extent on careful buying. There is no doubt that the buyer is the backbone of the modern furniture store. His work serves to cause customers to send other customers, or to send disappointed prospects to the neighboring rival store. A good buyer does not necessarily buy quality goods, nor, a shrewd buyer the merchandise he could buy cheapest. The buyer should, first and foremost, study the people coming into his store and study the demands. A good buyer not only buys the sort of goods, but the exact **class** of merchandise **for which his firm has a good demand.**

### Good Salesmen Needed Too

That a "Good Buy may be a Sale," may be true; nevertheless aggressive salesmen are most essential to any business. Expert salesmen acquaint themselves with the selling and service points of the various articles. They endeavor to learn for what use the article is required and always endeavor to sell the article best suited for the purpose intended.

### Handling Credit Judiciously

It is said that the furniture dealer doing business on the installment plan must be a combination of lawyer, merchant, collector and all-around judge of human nature, in order to carry on his business successfully. No business requires closer attention than the business based upon the installment plan. Keep the thought uppermost in your mind that no furniture dealer has made a success who has not followed his collections closely. In making sales bear in mind that the risk is less and that it is easier to collect from many small accounts than a few large ones. Salesmen should be instructed to always take into consideration the paying capacity of their prospects, and to encourage the sale of only such goods as are within their means. While the credit man should always be doubtful and distrustful yet he must never forget that he is the most important salesman in the firm, and that he might lose a lot of valuable business if he is not as gracious as he is cautious.

### Advertising Pays

That Advertising Pays requires no proof. The Amherst Furniture Co., with which I am connected, owes its success, in a very large measure, to the advertising which have been annually planned and carried out under the personal supervision of its proprietor, Mr. Kaplan. The annual appropriation for advertising is about 3% of our turnover. We find that not only has the money so spent repaid itself many times, but that while others are complaining of the lack of business, we are having the banner year of our business experience, which success we trace direct to our advertising policy.

### Service

I now come to the fifth secret of success in furniture retailing and that is Good Service. Satisfied customers are the best assets that any store could have, and these can only be had through real sincere service. Every employee should contribute towards making the service as near to perfection as possible. The salesman should never hesitate to give his prospect sincere and intelligent advice. The credit manager should offer his helpful service by dividing the time payments in accord with the income of the purchasers. The shipping clerk should give utmost efficient service not only by prompt delivery but by seeing that merchandise goes out in proper shape. Last, but not least, is the man who looks after complaints. He must be a diplomat, for upon him rests the responsibility of making satisfied out of discontented customers.

# Quebec

# Quebec Retailers Good Merchandisers

## Understanding Basic Principles is a first Essential to Success—Truthful Advertising, System and Service

About 32 years ago the firm now known as L. G. St. Jean, Limited, commenced in a small store on Notre Dame Street West, Montreal. It was opened as a second-hand furniture store and auction room by the late Mr. L. G. St. Jean, who about 20 years ago decided to change the nature of the business and to sell new furniture only. Subsequently the firm moved to very much larger premises across the road at 18 Notre Dame Street West, the building consisting of four storeys and basement. The character of the district has undergone a marked change since the business was started. Notre Dame Street was at one time the principal shopping street in Montreal; the retail trade has largely shifted to the uptown district, and that part of Notre Dame Street has become a centre for offices and also for a large number of stores mainly relying for business on commercial enterprises and those employed in connection therewith.

L. G, St. Jean, Limited, is therefore in a rather isolated position, having regard to the trend of the retail trade. The company, of which Mr. C. G. St. Jean is manager, does not, however, depend for the bulk of its trade on chance custom; it has a solid foundation in the supply of goods to churches, colleges, schools, and such institutions. A large number of buyers too are the descendants of original customers —even to the third generation. A certain amount of advertising is done, and this attracts buyers who might ordinarily shop in the uptown district.

### Carry a Varied Stock

A very large stock is carried, everything in fact except stoves and draperies. A feature is made of wicker furniture, while there are also several lines of office goods, for which there is a call in a district such as we have described. The store has a large selection of McLagan gramaphones and a sample player-piano. A number of sales of the former are made owing to the suggestion conveyed to the minds of the customers by their being shown on the main floor of the store. The sales may be immediate, or materialise at later dates.

The company have a very large display of pedestal lamps, and also specialize in clocks of many designs. These are arranged on brackets on the main floor. A short stairway in the centre of this floor, leads to a mezzanine floor, with balcony on the left hand side. On the other storeys considerable stocks are kept on galleries built midway between the floors and the ceilings. These galleries are constructed on two sides and at one end, this materially adding to the storage accommodation.

Expensive lines of carpets are kept on one of the floors. These are of Canadian manufacture, and we were assured that they give great satisfaction.

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## Exaggerations in Advertising

One of the pressing problems in the retail furniture trade, at least as far as Montreal is concerned, is to put an end to exaggerated advertising in the daily press. By that we mean publicity which is calculated to give the public erroneous ideas of the value of goods offered. A suite may be good value for the money, but it should not be described in terms which will lead to the impression that it is worth a great deal more—it should be offered for what it is and not for what some imaginative copy-writer thinks it should be.

These frequent advertisements of so-termed exceptional values at very low prices are distinctly detrimental to the interest of the retail furniture trade. Buyers are not impressed—the advertising loses its pulling power—the confidence of the prospective buyer is lost.

This exaggeration is not confined to the letter press—it extends to the illustrations. The impression given by some of the cuts finds no response when would-be buyers visit the stores. The policy which pays in the long run is abso-

*Contributed by Solomons, Montreal.

# Quebec

lute fidelity in the matter of advertising goods. The advertisement that exaggerates is damaging and hurtful not only to the advertiser but to the trade in general.

We are great believers in truthful advertising—it must be **absolutely** truthful—no exaggerations—nothing that will give a wrong impression as to value. Advertising, if it is to fulfil its purpose, must be truthful and persistent. The man who stops his publicity is losing a large part of the goodwill which he has built up by previous expenditure. The effect of advertising is cumulative. It is like a snowball rolling down hill; in the end it establishes an asset of incalculable value in the form of confidence and goodwill, which is the real goal of advertising.

## The Secret of Success

Mr. Henri Duclos, successor to the Crown Furniture Company, Ltd., of Quebec city is a retailer with definite ideas of the essential factors in serving the public. He also believes in reading and studying his furniture and house decorating journals. He is a fine specimen of the better class retailer to be found in Eastern Canada, and is a credit and acquisition to the furniture trade. Mr. Duclos was born in Levis, just across the river from his present home, forty years ago, and has had a wide experience with such firms as Jacques Limitee, O. L. Richardson & Sons and, for over three years, manager of the Quebec Harness Company. He is a member of the Quebec Board of Trade and all



Mr. Henri Duclos

the prominent clubs in his district. Not long ago he formed a limited company to take over the business of the Crown Furniture Company, which is now operating under his own name.

Regarding the secret of his success in furniture retailing he expressed his conviction that the two most important items were System and Service. System means that you know every detail of your business, the exact cost of your goods, your overhead expenses, have a good accounting system, so that you can keep in touch with your stock, collections and your financial assets from day to day.

Next in importance Mr. Duclos considers Service. Always be straight-forward, never sell an article under false representations; try to educate the public to purchase good goods, as they are the cheapest in the long run; keep yourself well posted and educated by reading and following carefully the furniture and house decorating journals. Advertising both through the newspapers and direct by mail has been practised consistently by Mr. Duclos during the six years that he has been in business, and this has resulted in increasing his turnover 125 per cent.

## Men Customers Easy to Please

"As the result of many years' experience," said the assistant manager of a furniture department in Montreal, "I would rather serve men than women. The former, as a rule, know what they want and how much they will spend. They quickly make up their minds. On the other hand, many women are very hazy as to their requirements, and very critical. It entails considerable effort before they can be brought to the deciding point. Probably the shopping habit has something to do with this frame of mind. The difficulties of salesmanship are enormously increased when women come in parties of say three to inspect goods. The criticisms are multiplied; it is hard to secure an agreement; what one of the parties likes another dislikes; and it requires an unusual stock of patience and diplomacy to bring all three to a favorable decision."

## Public Buying Policy Changed

"I have noticed", said the manager of a Montreal furniture store, "a distinct change in the buying policy of the public during the last two years. Before that time customers would come to the store, inspect the goods, and if they suited their requirements would, in most instances, pay the price. It is now different. People requiring a suite will enquire prices at various stores, and I have even noticed them with lists of quotations from different firms. Armed with these prices, they often try to secure a reduction, pitting one firm against the other. Whether this arises from a policy of economy or not I cannot say, but you may take it that the public are closer buyers than they were formerly."

# St. Lawrence Furniture Company

## Riviere Du Loup - Quebec

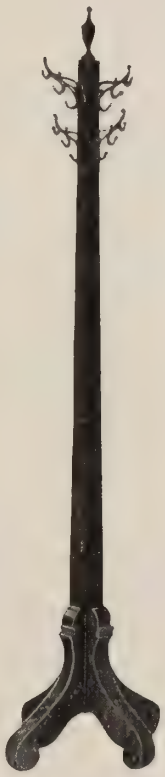
**Branch: Toronto, 61 Cherry St., J. M. Purvis, in charge**



No. 561—Music Cabinet, Birch. Walnut or Mahogany Finish. Height 48", Interior 16" x 12" Mirror 15" x 6". Piano Polish



No. 513—Chiffonier, Birch. Walnut or Mahogany Finish. Top, 32" x 19", Mirror 20" x 16". Polished.



No. 96—Costumer, Birch. Walnut or Mahogany Finish. Polished.



No. 503 Dresser, Birch. Walnut or Mahogany Finish. Top 40" x 20", Mirror 28" x 22". Polished.



No. 573½—Vanity Dresser, Birch. Top 40" x 18", Mirrors 36" x 16" and 26" x 8" Walnut or Mahogany Finish. Polished.

## All Orders Filled Promptly

Our unusually complete facilities permit us to execute large or small orders at short notice. Write for prices and catalogue.

# Surface Oak Furniture

### Dining and Bedroom Suites to Sell at a Moderate Price

This furniture is made in the medium grade and comes at a price that will appeal to the great majority of furniture buyers. In finish and workmanship it is far above the average.



# *"The Best"*

# INSIDE

AND

# OUT

"QUALITY THROUGHOUT" has been the watchword in the manufacture of Montreal Upholstered Furniture. It is not enough that the cabinet work and covering should be the best, the material inside must be of the same high standard, for upon it too depends the measure of satisfaction. Dealers who carry the Montreal line thus ensure the future patronage of their present customers. Let us give you full particulars.

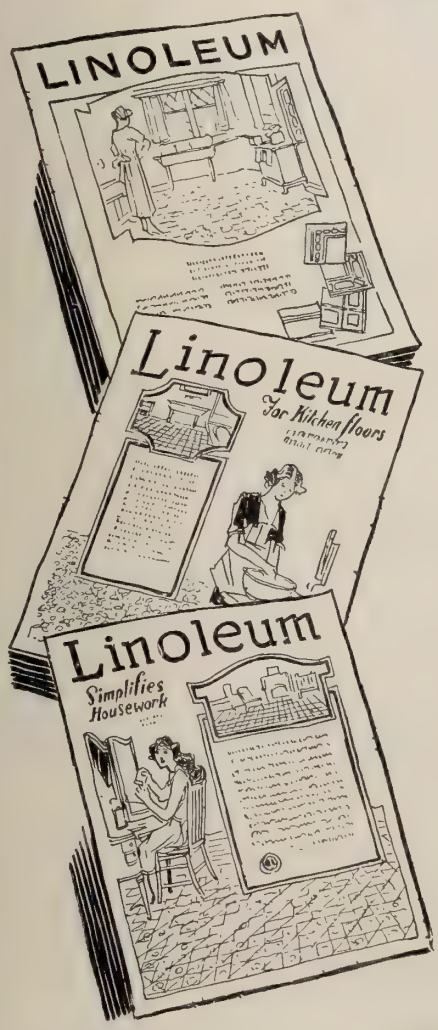
## THE MONTREAL UPHOLSTERING COMPANY

**HEAD OFFICE**
**1611-1613 Clarke Street**
**Montreal, Que.**

**TORONTO SHOWROOMS**
**99 King Street W.**
**Toronto, Ont.**








# "Slavery has been abolished"— BY LINOLEUM

You, Mr. Merchant—can appreciate the strong selling points of Linoleum as suggested in the picture.

Linoleum has solved a big problem in thousands of Canadian homes. But there are many to whom you should explain Linoleum's advantages.

Make your Linoleum Department hum with sales by playing up the outstanding qualities of this practical and sanitary floor-covering. You can double your sales with but little effort. Linoleum is an easy seller. So are genuine Dominion Linoleum Rugs. Canadian housewives need it, but you should take the initiative.

Link up your local advertising with our Canada-Wide Linoleum Advertising Campaign. We will send you electros free. Make window displays that will interest the customer—that will sell, by using our window trims. They are sent free to merchants selling

**DOMINION LINOLEUMS**

***Distributed by Canadian Dry Goods Jobbers***

**Dominion Oilcloth & Linoleum Co. Limited**
**MONTREAL**

DOMINION OILCLOTH & LINOLEUM CO. LIMITED · MONTREAL · MADE IN CANADA

## J. Oliver & Sons, Ltd.

**Ottawa - Ont.**

Manufacture a cheap and medium line of

**Bedroom Suites**

**Dining Room Suites**

and

**Kitchen Furniture**

Including Basswood top and Porcelain top kitchen tables and cabinets, cupboards, full leaf tables. and chairs.

This month try us for

**Kindergarten Sets**


# TRADE QUESTIONS ANSWERED

WITH the best will in the world no trade paper can print all the information that its readers require, but it can supplement its editorial and advertisement pages by an information service. "Furniture World" is is always happy to assist its readers and advertisers by any means in its power, and trade inquiries addressed to "Furniture World" will receive immediate attention. No charge is made for answering such inquiries.


## Imported

## VELOURS, MOHAIRS, DAMASKS, TAPESTRIES, PLUSHES, SILKS

**As Canadian representatives for Tissage de Velours, Achel, Belgium and La France Textile Company, we are able to offer the upholstering trade a wonderful array of the finest imported materials.**

**Samples and full information will be gladly furnished on receipt of your enquiry.**

*Ask us about your requirements*

## G. NOEL & COMPANY

30 St. John Street - Montreal, Quebec

# Business Paper Fundamentals Taught by Daily Newspapers

GLANCE through the pages of any great Daily Newspaper and notice how it tends toward Business Paper practice.

Here is a building section, there an electrical department, again columns of interest to wholesaler, a lumber page, a theatrical page, a sporting page—and next to each you find the advertising relative to the subject in question.

Watch the reader turn to the department in which he is most interested—where the advertising is to be found which will be most likely to appeal to him. So with the business man—as a time-saver, he takes up his business paper to learn the latest developments in his special field. Other publications have but a casual interest for him—because they broaden his general knowledge or afford mental relaxation—but it's the business publication he desires, and requires, when he's thinking of business only. He knows that the business paper will give him the very facts he needs—briefly and **reliably**—in both editorial and advertising pages.

To advertise in business publications places your products before such business men at a time when they're thinking of business.

***Lowest Rate Per Interested Reader***

## Hugh C. MacLean Publications

***Electrical News***
***Canada Lumberman***
***Footwear in Canada***
***Canadian Woodworker***
***Western Contractor and Builder***
***Contract Record & Engineering Review***
***Commercial & Retail Merchants' Review***
***Furniture World***
***Western Lumberman***
***Western Coal Review***

Head Office : 345 West Adelaide Street

**Vancouver Chicago Toronto Montreal Winnipeg**

***The largest publishers of technical papers in the British Empire, printing in Toronto, Winnipeg and Vancouver. Proprietors of MacLean Building Reports Limited.***

# Quick Action Section

The rates for this department are $2.80 per inch per insertion with 25% discount for four or more insertions. Advertisements requesting employment or employees will be inserted at one cent per word. Confidential box numbers available.

**A licensed embalmer** of first class experience and one to be relied upon is open for a position. Box 237, Furniture World. 11

WANTED—Good furniture and undertaking or undertaking business. Western Ontario preferred. Apply Box 236, Furniture World. 11

AGENCIES WANTED—For Western Canada, by man well connected and familiar with Western trade. Best references. Apply A. P. Gardner, 1090 Granville Street, Vancouver, B.C. 11

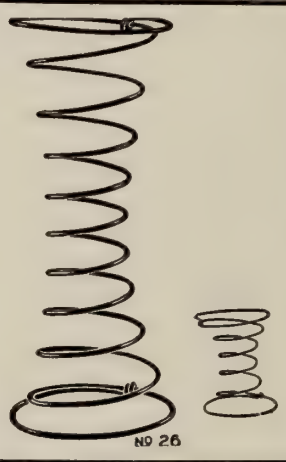
**Best undertaking opening in Canada**—young man, some experience. Three Thousand will finance for motor equipment and stock. License not necessary. Apply H. Bingham, Orillia, Ont. 11

For Sale—Furniture Store—45 x 100 ft., with stock of furniture. Will be sold without reserve It is a well established business, located on a street car line. Good reasons for selling. Particulars on applying to, J. R. Leduc Cap de la Madeleine, Que. 11-1

Goderich Art-Craft Furniture Co., Ltd., has been formed, and is establishing itself in a plant at Goderich, with a floor space of some 35,000 sq. ft. Reed furniture, reed baby carriages and children's vehicles will be manufactured.

## Progress Spring Bed Mfg. Co.

The Progress Spring Bed Manufacturing Company have taken over the Canadian Spring Bed Manufacturing Company, who were located at 398 Cadieux Street, Montreal. The management of the Progress Spring Bed Mfg. Co. reports business particularly brisk at the present time; they are enlarging both their plant and offices.


**UPHOLSTERY SPRINGS**

Highest quality Upholstery Springs, made from the finest grade High Carbon Steel Wire, oil tempered after the coiling operation, thus insuring uniform strength and "No Set." Remember, the quality of your High-Grade Upholstering depends entirely on the quality of the springs you are using.

**HELICAL SPRINGS**

for spring bed and mattress fabrics. Get the habit; buy Canadian Springs.

**James Steele, Limited**
Guelph Canada

The Best Assured Line
RUDDY'S
*Luxury*
SPRINGS

# In Demand and Growing in Popularity

Many dealers tell us that the Luxury Bed Spring is their best seller. It should be too, on account of its superior construction, durability and the comfort it provides during a lifetime of service.

Our national advertising in the leading daily papers throughout Western Ontario is further familiarizing the buying public—your customers—with the genuine merits of Ruddy's Luxury Spring. It cannot sag or sway and is guaranteed for 25 years.

Makers of Bed Springs for every purpose, in any style.

Write us for full particulars and prices.

## RUDDY MANUFACTURING CO. LIMITED

**BRANTFORD : : CANADA**

We are Canadian manufacturers for the celebrated Sellers' Kitchen Cabinet

Guaranteed

# GOLD MEDAL

Quality

**The Gold Medal Furniture** factories were comparatively small thirty-two years ago, but steady building of better furniture has resulted in our present position—that of one of the largest manufacturers of furniture in all Canada.

In all this period we have never overlooked the principles on which this business was founded—fairness to the dealer, service, quality products, and co-operation.

That we have succeeded is shown by the fact that sales have increased steadily year by year, until now the total sales of our factories are in excess of those of any single maker in Canada. This leads us to make the statement that "We are the largest furniture manufacturers in all Canada."

Our fairness to the dealer has so strengthened our prestige with them and with their customers that the GOLD MEDAL GUARANTEE is being recognized as the Hall Mark on furniture.

**THIRTY-TWO YEARS** of catering to the best trade in Canada, meeting their requirements to the last detail, has brought our line to its present excellence. We know how to eliminate slow sellers and replace them with furniture that will "turn over" quickly.

The latest addition to our line is the FARABED; every household is a prospective buyer of one of these multiple-duty pieces of furniture. The smallest house and the largest institution can use them with equal ease—this is an asset of the first water.

Our co-operative advertising is of immense value to the dealer. The great outlet we have built up through the furniture trade necessitates manufacturing in quantities which permit us to offer our line at real saving prices.

## The Gold Medal Furniture Mfg. Co. Limited

Toronto - Winnipeg

## The Gold Medal Radio Phonograph Corp.

Uxbridge - Ontario

## The Gold Medal Bedding Company Limited

Montreal - Quebec

# DOES IT PAY?

## To Handle the Best Coil Spring?

■ ■

## The Housewife is Your Greatest Advertiser!

One Lyrite to a housewife means 10 to her neighbors

Comfortable, Noiseless, Swayless, Sanitary

*Unlimited Guarantee on Each Spring*

Look for the name Lyrite

■ ■

## Leggett & Platt Spring Bed Co.

Windsor, Ont.

*Be on the watch for our great January issue*

# Furniture World

**97%**

of Furniture and allied lines are sold on the recommendation of the Retail Merchant

In the eyes of the Consumer he is responsible

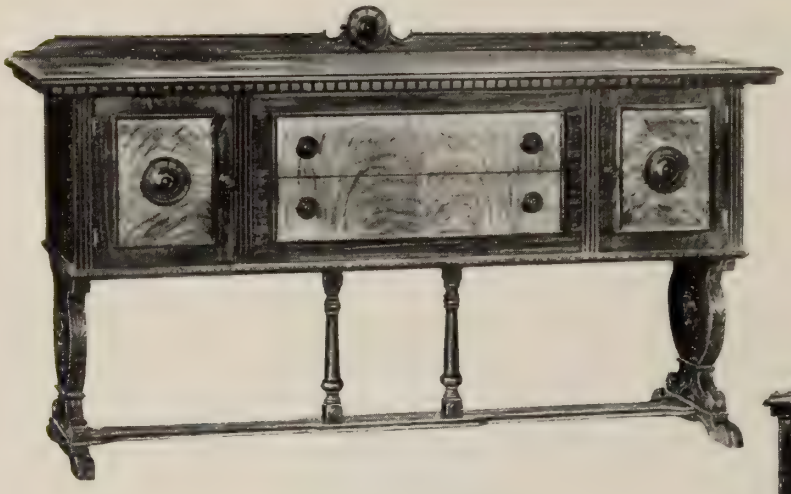


*Greetings to the Trade*

Vol. XII Toronto, December, 1922 No. 12

# An Exclusive Design

If you are looking for something that will add distinction to your stock, something that is different and yet within the bounds of good taste and artistic design, this New Italian Dining Room Suite will fulfill your utmost expectations.



No. 511 Buffet

The buffet is 72" long, and the entire suite comprising, Buffet, China Cabinet, Extension Table, Serving Table and Diners, will be finished in two-tone. Malcolm & Souter quality, of course, is built into its construction from start to finish. Ready in January.



No. 511 China Cabinet

This Suite, as well as our entire line, will be shown at the Exhibition to be held in Toronto, January 8th to 20th, 1923, in the Coliseum Building, Exhibition Grounds, where we hope to have the pleasure of meeting you.

## Malcolm & Souter Furniture Co. Ltd.

Hamilton :-: Ontario

# Waterloo County Furniture Exhibition




# Furniture Merchants

The Waterloo County Furniture Manufacturers invite you to their 15th Annual Furniture Exhibition to be held at Kitchener-Waterloo January 8th to 20th, 1923.

All dealers will be guests of the Manufacturers at the Walper House, Kitchener, the official Headquarters.

On arrival please register with the Association Secretary, Mr. J. P. Scully, who will be stationed in the Walper House Rotunda and will arrange for your accommodation.

Waterloo County Furniture Exhibitors.

## LIST OF EXHIBITORS AT CANADA'S GREATEST FURNITURE CENTRE

FURNITURE BLDG., King St. E., Kitchener.

Chesley Furniture Co.,
Crown Furniture Co.
Elmira Furniture Co.,
Fischman Spring Co.,
Gem Crib & Cradle Co.,
Ideal Reed Co.,
J. Kreiner & Co.,
Lloyd Mfg. Co.,
J. C. Mundell & Co.,
Novelty Reed & Rattan,
Neustadt Furniture Co.,
National Table Co.,
Orillia Furniture Co.,
Reitzel Bros.,
Specialty Upholstering Co.,
Simmons Bed Co.,
Wiarton Furniture Co.,

AUDITORIUM, Queen St., Kitchener.

Hepworth Mfg. Co.,
G. H. Hachborn Co.
Lippert Table Co.,
Lippert Furniture Co.,

DE LUXE FACTORY, Gaukel, St., Kitchener.

Art Furniture Co.,
Beaver Furniture Co.
De Luxe Upholstering Co.,
Renfrew Refrigerator Co.,

ANTHES BAETZ FACTORY Kitchener.

Anthes Baetz Co.,
Baetz Bros. Furniture Co.,
Baetz Bros. Specialty Co.,

JACQUES FACTORY, Kitchener.

Jacques Furniture Co.,
Strathroy Furnitue Co.,

MALCOLM & HILL FACTORY, Kitchener

Armstrong W. J.
Malcolm & Hill, Ltd.,

KITCHENER

H. Krug Furniture Co., Factory
Wunder Furniture Co., 36 King St., W.

WATERLOO

Snyders Limited, Factory
Waterloo Bedding Co., Factory
E. O. Weber, Limited Factory,
Woeller Bolduc & Co., Factory.

# KITCHENER — WATERLOO

## An appreciation of your many favors to us

THE splendid way in which Wunder Furniture has been received by the trade during 1922 prompts us to extend our sincere thanks. We hope we may again merit your confidence during the coming year and to this end it will be our earnest endeavour to maintain the same good qualities that have characterized this line in the past.



Remember that a full range of Wunder Furniture will be on display in our permanent showrooms, 36 King St. W., opposite Walper House, during the Exhibition.

***A Merry Christmas and a Happy New Year to all***

**The Wunder Furniture Mfg. Co., Limited**
KITCHENER - ONTARIO

"Canada's Greatest Furniture Centre"

# "Woeller, Bolduc"

## *The Standard of Upholstered Furniture*

Permanent business can only be built by giving sound value—and that is the principle upon which Woeller, Bolduc furniture is constructed. Inside and outside the materials and workmanship are identical with that employed in furniture selling at a much higher price. Then too our designs are always new and appealing.

When you consider these facts can you afford to overlook the Woeller Bolduc line?

*During the Kitchener-Waterloo Exhibition Jan. 8-20 be sure to inspect our display in our permanent Showrooms opposite the G.T.R. Depot.*



No. 5053W
Width 38 in. Depth 30 in.
Height 42 in.

*Yuletide Greetings to our friends in the Trade*

## Woeller, Bolduc & Company

**Waterloo - Ontario**

# KITCHENER — WATERLOO

## Sincere Wishes

In thanking you for your valued patronage during 1922, we sincerely wish all our friends in the Trade a Joyful Christmas and a New Year of Prosperity.

Don't fail to visit our display in the Furniture Building, King St. E., Kitchener during the

**Furniture Exhibition**

**January 8th - 20th**

where we will be showing our complete line and you will be welcome and well repaid.

## Reitzel's Limited

**Waterloo - - Ontario**

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With the many pleasant relationships existing between the members of the Furniture Trade and ourselves, we are most sincere in our wishes that all may have

A BRIGHT, JOYFUL CHRISTMAS

and may the coming days bring to you such a measure of Health and Happiness that you will have

A HAPPY, PROSPEROUS NEW YEAR

**Our line will be on display for your inspection in the new Furniture Bldg., King St. E., Kitchener, Jan. 8-20, 1923**

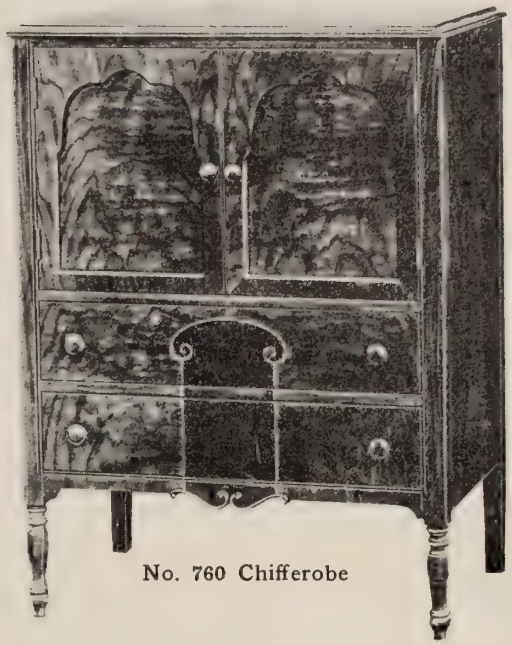
**SPECIALTY UPHOLSTERING CO., LTD., WATERLOO, ONT.**

# "Canada's Greatest Furniture Centre"

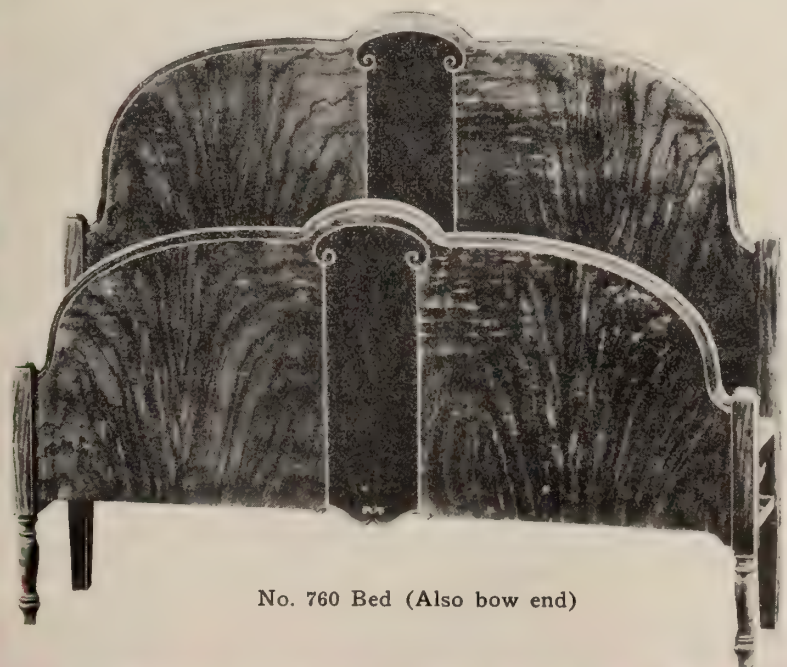
# A New and Attractive Bedroom Suite



No. 760 Dresser



No. 760 Chifferobe



No. 760 Bed (Also bow end)

**We extend** our thanks and appreciation for 1922 business.

**We extend** our best wishes for Christmas and the New Year.

**We extend** a cordial invitation to visit our Exhibition from January 8-20, 1923, when many new and popular designs (including the one illustrated) will be displayed.

**Malcolm & Hill**
LIMITED
Kitchener — Ontario

# KITCHENER — WATERLOO



## *Christmas Greetings*

*May your Christmas Season be filled with Happiness and Success attend your efforts throughout the New Year.*

## *An Invitation*

*You are cordially invited to visit our showrooms where a representative display of our lines will be shown during the Exhibition Jan. 8-20, 1923.*

# SNYDER'S LIMITED

**Waterloo - Ontario**

"Canada's Greatest Furniture Centre"

# APPRECIATION!

## A Word of Thanks
and
## An Invitation

We have sincerely appreciated the very pleasant relations we have had with you, our comrades in business, during the months just past.

As has been said, it has been a year of rewards for fighters.

Now we want to thank you.

You have been good to us, and patient too.

For this also, we thank you.

And now—Christmas and a New Year—close at hand. In this message to you, we can wish nothing more than this—To wish you all the joy life may give you, and that 1923 may bring even greater things your way.

And 1923 will. It is to be a great year for Home Furnishers. Economists all agree on this. Besides, people are taking a greater interest than ever in their homes.



So you will be coming to the Furniture Exhibition in January some time between the 8th and 20th to see the new things, and for new inspirations. Our Exhibit will, as usual, be at the Anthes Furniture Building at Kitchener. And the Latch String is out, as always, for you, while

WELCOME

is on the doormat.

***Anthes Baetz Furniture Company, Ltd.***
*Dining Room and Chamber Furniture*

***Baetz Brothers Furniture Company, Ltd.***
*Furniture for the Living Room*

***Baetz Bros. Specialty Company, Ltd.***
*Portable Electric Lamps and Shades*

*Managing Director*

*Kitchener, Ont., December, 1922*

# KITCHENER — WATERLOO

## Furniture Dealers:--

We take this opportunity of expressing our appreciation for your business during 1922, hoping for its continuation in 1923 and to wish you a Joyous Christmas followed by a New Year of Health, Happiness and Abundant Business.

*Visit our line on display in the Auditorium, Queen Street, South, Kitchener*
***January 8—20, 1923***

## Waterloo Bedding Company, Limited
WATERLOO — ONTARIO

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## To The Trade:--

We extend our thanks for business accorded us during the past year hoping we may have a continuation of these relations and to wish you a Christmas of Joy and a New Year of unequalled Happiness and Business Prosperity.

Manufacturers of:

Fischman Ventilated Spring Mattress, Ventilated Box Spring, Ventilated combined Box Spring and Mattress, Ventilated Spring Pillows, Spring Upholstering Cushions, Upholstering Constructions, Auto Seats, Spring Rosettes, Chair Pads, etc., etc.

***Our full line will be on display for your inspection***
***January 8—20, 1923***

## FISCHMAN SPRING CO.
KITCHENER, ONTARIO

## "Canada's Greatest Furniture Centre"



# "As we draw towards the close of another year"

it gives us great pleasure to wish our furniture friends all the good things at this Christmas Season and twelve months of Health, Happiness and Business Prosperity.

**Visit our display at the Kitchener Exhibition**

*The H. Krug Furniture Co. Limited*

*Kitchener, Ontario*

# KITCHENER — WATERLOO

## Greetings to the Furniture Industry

ONCE again the Festive Season rolls 'round and we are given the opportunity of wishing our friends in the trade that time-honored wish —a merry Christmas and a Happy New Year.

May 1923 bring health and happiness to you and yours and may all your efforts be crowned with success.

*During the Kitchener Exhibition our factory showrooms will display our complete range of upholstered furniture. You are cordially invited to attend.*

## DeLuxe Upholstering Co. Ltd.

**Kitchener, Ont.**

"Canada's Greatest Furniture Centre"

# KITCHENER — WATERLOO

BEAVER FURNITURE CO. LIMITED
THIS FURNITURE IS GUARANTEED
KITCHENER, CAN.

## Let this Trade-Mark be your Guide

This trade-mark is your assurance of a Guaranteed product. It in turn enables you to win the confidence of your customers and is at all times a splendid sales argument.

When at the Kitchener Exhibition, visit our display of GUARANTEED furniture.

### *Christmas Greetings*

To all our friends in the Furniture Trade we wish a very Merry Christmas and a Happy New Year.

THE BEAVER FURNITURE COMPANY, LTD., Kitchener, Ontario

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## *Sincere Greetings*

*WE pause as the old year fades and the new year is ushered in, to recall the pleasant relationships of 1922, to thank you and to wish you a Christmas of Joy and a New Year of Unsurpassed Prosperity.*

Be sure to visit our display in De Luxe Factory, Gaukel St., at the Kitchener Furniture Exhibition, January 8th to 20th

## Art Furniture Company, Limited

Kitchener - Ontario

"Canada's Greatest Furniture Centre"




# *The Season's Greetings to the Trade*

THE coming of the New Year gives evidence of usher ng in a period of prosperity to the furnishing trade. The rock bottom values we are offering have been increased and promise to create new sales records everywhere.

## Be Sure You See Our Exhibit

A complete new and up-to-date line of Dining Room Suites and Chesterfield Sets will be on display in the Auditorium, Queen St. South, Kitchener, from January 8th to 20th. It will pay you to keep one of these dates open and visit our exhibit.

# The Lippert Furniture Co.

LIMITED

Kitchener - Ontario

STRATFORD FURNITURE



# May the Christmas Season and the Coming New Year Bring You Full Measure of Happiness and Prosperity

*Visit Us at the Exhibition*

We will have an excellent display of Living Room Suites, Davenport Beds and Royal Easy Chairs (The World's Easiest Easy Chair) on exhibition in the factory showrooms. We invite you to come and make yourself thoroughly familiar with our line.

THE FARQUHARSON-GIFFORD CO.

STRATFORD — ONTARIO

STRATFORD FURNITURE

# To the Trade

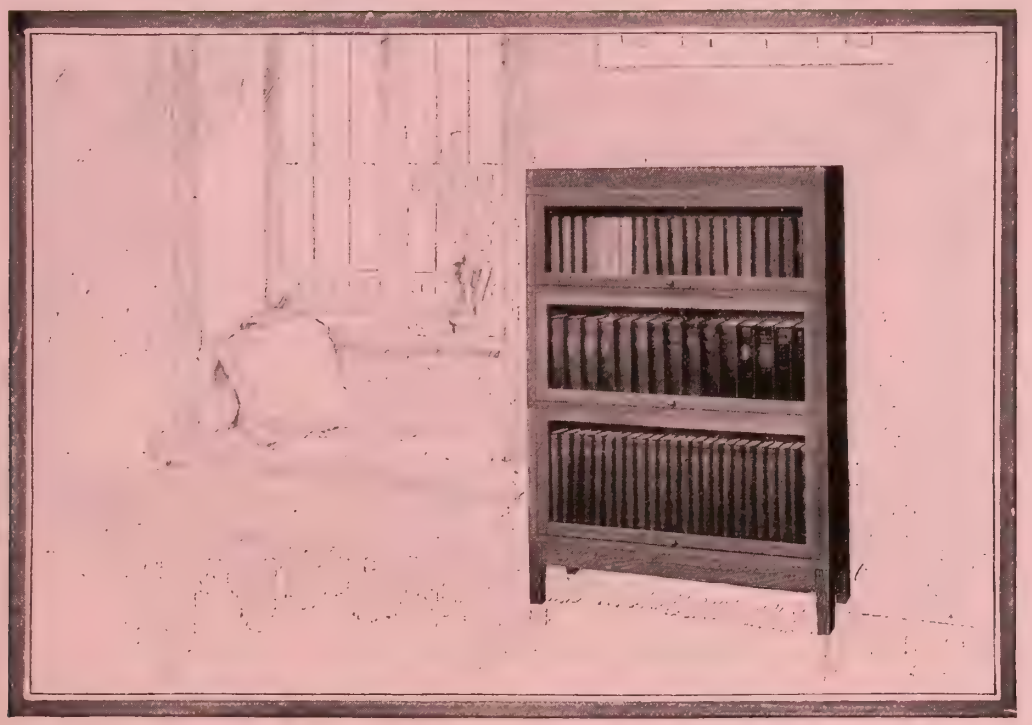
We wish to express our appreciation of the co-operation and business we have received from the furniture trade during the past year. It has been one of the most satisfactory in our history. We all join in extending to you:—




The Globe-Wernicke Co. Ltd.

STRATFORD, ONT.

# STRATFORD FURNITURE



**Showing the New Universal Design**
In Quartered Oak, Imitation Mahogany, Imitation Walnut

THE present Christmas Season is one of the busiest we have ever experienced and all indications point to its continuing through 1923. The value of a Globe-Wernicke Book-case in the home is being recognized as never before and the dealer who carries them is assured of liberal profits and increased business.

## We Invite You to Visit Us

at our Factory Showrooms during
**Stratford Exhibition, 1923.**

## The Globe-Wernicke Co. Ltd.

STRATFORD, ONT.

STRATFORD FURNITURE

# See us at Stratford

## Furniture Exhibition
### in January



A representative showing of Imperial Rattan Furniture has been arranged for at the Stratford Exhibition which will give every merchant an opportunity of viewing the newest ideas in this class of furniture.

Do not miss the Exhibition. Do not miss the Imperial Rattan Exhibit. A visit to both will repay you many times over, during the coming season.

## *To our Friends in the Trade*



We wish you all a Merry Christmas and a Happy New Year.
May 1923 bring its full share of happiness and prosperity to you and yours.

**Imperial Rattan Co., Limited**
**Stratford - Ontario**

STRATFORD FURNITURE

# Christmas Greetings



ONCE again we are afforded the opportunity of greeting our friends in the furniture trade and wishing one and all success and happiness during the coming year.

## At the Stratford Exhibition

We will be represented at this best of all Exhibitions by a very representative line of our furniture. Come and get acquainted.

## The Stratford Mfg. Co., Limited Stratford, Ont.

## *"Fire Me"*

said a progressive salesman to the Manager. "I am costing the House too much. I am spending so much of my time explaining to prospective customers who I am, who my House is, what my goods are, and why they are worth buying, that I don't have much time left for selling. Do all this preliminary work for me by means of effective advertising before I reach the Furniture Dealer's store. It can be done better and cheaper this way than I can ever hope to do it."

FURNITURE WORLD

Hugh C. MacLean Publications Limited
Toronto Montreal Winnipeg Vancouver

The wise manufacturer uses Furniture World not only to save his salesmen time but also to save the time of the Jobbers' salesmen.
The "open door" to the Furniture field is the "Furniture World" which for years has earned and held the confidence of advertiser and buyer.



No. 5260
Oak and Walnut

# McLAGAN PERIOD FURNITURE

## Original and Authentic

There are two features of McLagan period furniture which we believe cannot be too strongly emphasized—originality and authenticity. McLagan designers have that rare gift of being able to maintain their own originality while following faithfully the lines laid down by the old masters. This is readily confirmed by an inspection of any McLagan production.

During 1923, we shall again offer to the trade a new series of designs in which these two features will be clearly in evidence. The result will be bigger and better business for the dealer—for YOU.

Get in touch with us now for full details.

*The*
# McLAGAN FURNITURE
STRATFORD

# Christmas 1922

THE spirit of the Season prompts us to express again the pleasure we derive from our business relations with you, and on behalf of our entire organization we wish for you and yours, a Merry Christmas and a Happy and Prosperous New Year.

## STRATFORD FURNITURE EXHIBITION

**January 10 to 24 Inclusive**

A comprehensive display of McLagan Furniture has been arranged for the Exhibition.

Plan to be here.

# COMPANY LIMITED

ONTARIO

STRATFORD FURNITURE

# Xmas Greetings



May Health and Prosperity
and a bounteous share of all
good things be yours during
the years that are to be

The Stratford

STRATFORD

STRATFORD FURNITURE

# to the Trade



No. 218 Bedroom Suite

THE measure of success which has attended our efforts during 1922 speaks well for the regard in which our furniture is held by the trade. To maintain and increase its saleability and value will be our chief concern during the Coming Year. Our lines will be on display at the

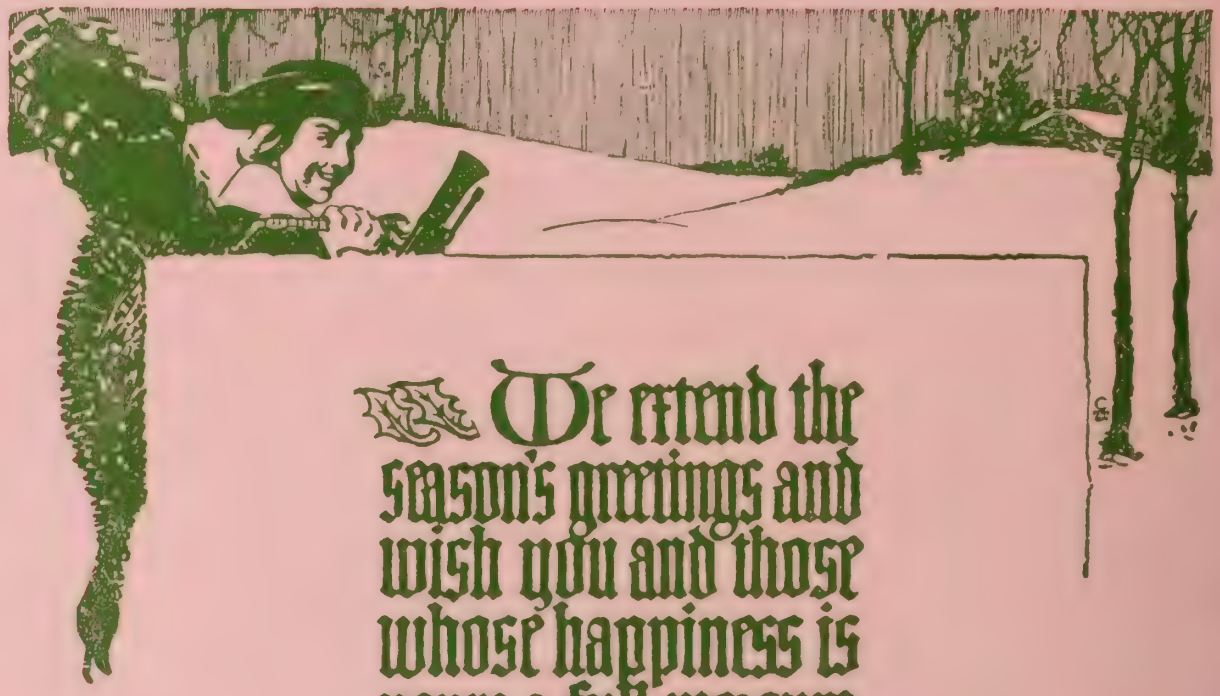
**STRATFORD EXHIBITION**

## Be Sure to be There

## Chair Company

ONTARIO

STRATFORD FURNITURE



We extend the season's greetings and wish you and those whose happiness is yours a full measure of Christmas joy and success for the New Year

# The Kroehler Mfg. Co., Limited

Operating Kindel Bed Co., Limited

Stratford - - - Ontario

STRATFORD FURNITURE

Kroehler
DAVEN-O
The Invisible Bed Room



It is rare that a single line of furniture proves such a business builder for the dealer as has been proven in the case of Kroehler Daven-O's. See them

*at the Stratford Exhibition*

# The Kroehler Mfg. Co., Limited

Stratford - - - Ontario

Operating Kindel Bed Co., Limited

STRATFORD  FURNITURE

# Annual
# Furniture Exhibition
# STRATFORD

## January 10th to 20th, 1923

WE cordially invite all Furniture Dealers to visit us at our Show Rooms where a hearty welcome and a huge display of Furniture awaits you.

## Stratford Furniture Manufacturers




Every dealer will find a warm welcome awaiting him at the Headquarters of our Janu- Furniture Exhibition, 136 - 140 King Street, East, Toronto.

# Greetings to the Trade

We cannot let this opportunity pass without thanking our customers for their loyal support during the past year. It has indeed been appreciated.

To one and all we extend that good old wish of a Merry Christmas and A Happy New Year—with Every Success for 1923.

## CANADA FURNITURE MANUFACTURERS LIMITED

HEAD OFFICE, WOODSTOCK

Permanent Show Rooms—Toronto, Factories at Woodstock, Walkerton, Wingham, Waterloo, Kitchener, Seaforth. Western Distributing Warehouse: Winnipeg, Man. Montreal Selling Office: 364 University St.

# GRAND RAPIDS

"The Furniture Capital of America"

*A Mosaic of the Worlds Best Furniture Thought*

Bedroom Furniture
Dining Room Furniture
Library Furniture
Living Room Furniture
Upholstered Furniture
Lawn Furniture
Baby Carriages
Tables
Stoves
Furnaces
Refrigerators

Kitchen Cabinets
Floor Coverings
Oriental Rugs
Reed Furniture
Rattan Furniture
Imported Novelties
Domestic Novelties
Chairs
Lamps
Draperies
China Ware

# MIDWINTER -SEASON-

January 1
To
January 20
1923

*The Grand Rapids Market Association*
*Promoting the Grand Rapids Market.*

AMPLE · HOTEL · ACCOMODATIONS




*Forty-third Season of the*

# Chicago Furniture Market

## *January 2 to 31, 1923*

Profits cannot be built from depleted stocks. Everything points to a big year for furniture in 1923.

Take advantage of "1319" to provide yourself with merchandise in January for the big business that is sure to follow.

"1319" houses more lines—is visited by more dealers than any other furniture exhibition building in the world.

## "1319"

**Manufacturers' Exhibition Building Company**

**1319 Michigan Avenue, Chicago**

# Sells on Its Merits

WE have no secret formula for obtaining the good-will, the confidence of our customers. It has been openly and honorably earned by giving honest value in every piece we make. Material and workmanship must measure up to a high standard of perfection before being used in our furniture. The result is a line which sells strictly on its merits.

*We wish you all a Merry Christmas and a Prosperous New Year*

We cordially invite you to visit our display in the Jacques Furniture Co. Factory Show Rooms, Kitchener, Jan. 8-20, 1923.

## The Strathroy Furniture Co.
LIMITED

Strathroy :-: Ontario






No. 1180, Buffet

# Greetings from the Makers of Bell Furniture

We extend the season's greetings and wish you and those whose happiness is yours a full measure of Christmas joy and success for the New Year.

## *At the Toronto Exhibition*

No merchant can visit this year's display of Bell furniture without becoming convinced of its exceptional sales-getting possibilities. Be sure to see it.

## The Bell Furniture Company, Ltd.

**Southampton — Ontario**

# Success and Prosperity in the New Year



WE desire to extend to our many friends in the trade hearty Christmas Greetings and the sincere wish that the New Year will hold for them and theirs health, happiness and prosperity.

We also wish to take this opportunity of thanking them for their kind co-operation and patronage extended us in the past, and we look forward with pleasure to enjoying their continued confidence and again serving them during 1923.

**We extend to you a hearty invitation to visit us at the Furniture Exhibition to be held in Toronto during Jan. 8th to the 20th. Our entire New Range will be shown.**

## THE MONTREAL UPHOLSTERING COMPANY

**HEAD OFFICE**
**1611-1613 Clarke Street**
**Montreal, Que.**

**TORONTO SHOWROOMS**
**99 King Street W.**
**Toronto, Ont.**

# Greetings—

## *from the Manufacturers of Armstrong Furniture*



800½

It is again our pleasure to thank the many dealers for the business they have favored us with during the past twelve months. It will be our endeavor to maintain the goodwill we have already won and if possible to add to it in the New Year.

We wish one and all the Compliments of the Season and every Success for 1923.

Armstrong Furniture
BUILT TO LAST

*We shall be glad to have our customers visit us at our Factory Show Rooms, January 8-20, 1923*



800¾

Chesterfield No. 800 to match

**W. J. ARMSTRONG LIMITED**
GUELPH — ONTARIO



SEE US AT THE
TORONTO
FURNITURE
EXHIBITION

*We extend again the old, old wish—A Merry Christmas to you with Success throughout the coming New Year.*



No. 595½ Dining Suite (Italian)
Oak. Old English and American Brown finishes, satin or velvet; and Italian finish, wax or velvet. Plair. British plate mirror. Cast brass trimmings.

# THE KNECHTEL FURNITURE CO.
LIMITED
HANOVER, ONTARIO



No. 597 Bedroom Suite (Queen Anne)
Walnut, polish or satin finish. Tops fronts and gables are veneered. Posts, standards and mirror frames are solid walnut. Plain British plate mirrors. Cast brass trimmings.

THE pre-eminence established by Knechtel Furniture during 1922 has been based on Value alone. Bedroom and Dining Room Suites produced by us are invariably the result of careful study of the popular trend. They combine superior materials with expert and careful workmanship. The result is found in their ready saleability and their trade building qualities.

The standard we have set ourselves in the past will be preserved during the coming year. On this basis we ask your continued patronage.

Our complete line will be on display at Toronto Furniture Exhibition January 8-20, 1923—Be sure to call on us.

# THE KNECHTEL FURNITURE CO.

LIMITED

HANOVER, ONTARIO



## *The Compliments of the Season*

TO all our good friends in the trade and to our loyal customers who have dealt generously with us during the past year we wish the Compliments of the Season and every success for 1923.

Visit our display at the Toronto Furniture Exhibition Jan. 8-20, 23.

**Morlock Brothers Limited**

HANOVER - ONTARIO

We extend the season's greetings and wish you and those whose happiness is yours a full measure of Christmas joy and success for the New Year

## They Sell Where Others Fail

The many exclusive features embodied in Knechtel Kitchen Kabinets make them the inevitable choice of all discriminating housewives. Your sales in this department will be greatly increased by putting a few of these Kabinets on display where the housekeepers can see and appreciate them. They will be on display at the

**Toronto Furniture Exhibition**

**KNECHTEL KITCHEN KABINET**

LIMITED

HANOVER - ONTARIO



*WE wish to take this opportunity of thanking you for the business you have given us during the year just coming to a close, and to extend to one and all the compliments of the season and every Good Wish for the New Year.*

# *Let's Look Ahead*

We have all learned valuable lessons during the past year. We have accustomed ourselves to the changed condition and it wasn't nearly so bad as the calamity-howlers predicted. Many of us are well on the way to big business again, for we've found the public responds to the same old appeal of increased values. We know our increased values to be one of the reasons why dealers who are handling our Dining-Room and Bed-Room Furniture have had such splendid sales and are so optimistic about 1923.

Look these lines over. They will be on display at the

**Toronto Furniture Exhibition**

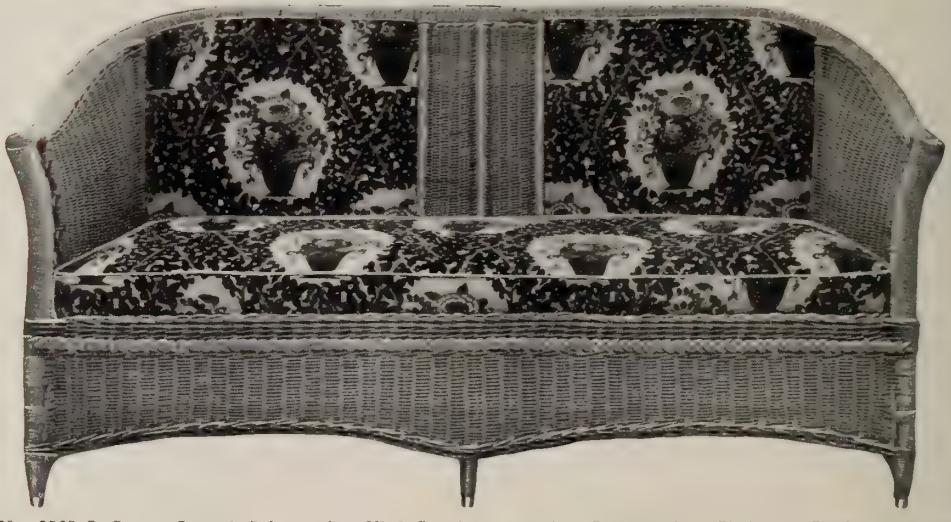
## PEPPLER BROTHERS
LIMITED

HANOVER ONTARIO

"WATSON" REED FURNITURE

O our good friend, the Furniture Dealer, we extend the warmest thanks for his generous patronage and kind co-operation during the year just ending.

A Merry Christmas and a Happy New Year to all!



No. 8565 S. Settee, Length 5 ft., spring filled Cushion on spring Construction, Chair and Rocker to match

# J.B. Watson Furniture Company Limited

Kincardine — Ontario

# Our Christmas Greeting to the Trade

May Health and Prosperity and a bounteous share of all good things be yours during the years that are to be

MEMBER HOME FURNISHINGS BUREAU, INC. 1921
BETTER FURNISHED HOMES MEAN GREATER HAPPINESS

*See our display at the Toronto Furniture Exhibition Jan. 8-20.*

*The* F. E. COOMBE FURNITURE CO., LTD.
Kincardine - Ontario

# *Reliability—*

One of the most essential things from the dealer's standpoint, is the RELIABILITY of the manufacturer from whom he buys.

Of necessity much of what he sells has to be taken on trust and the fact that he can place RELIANCE in the Manufacturer whose goods he sells, helps him in his relations with his customers.

A Mattress is one of the easiest of all things to misrepresent, as very few people look beyond the attractive cover.

We use nothing but new material, no shoddy or second-hand pulled stock. Our Mattresses are always exactly as we represent them, and our printed guarantee is attached to every one.

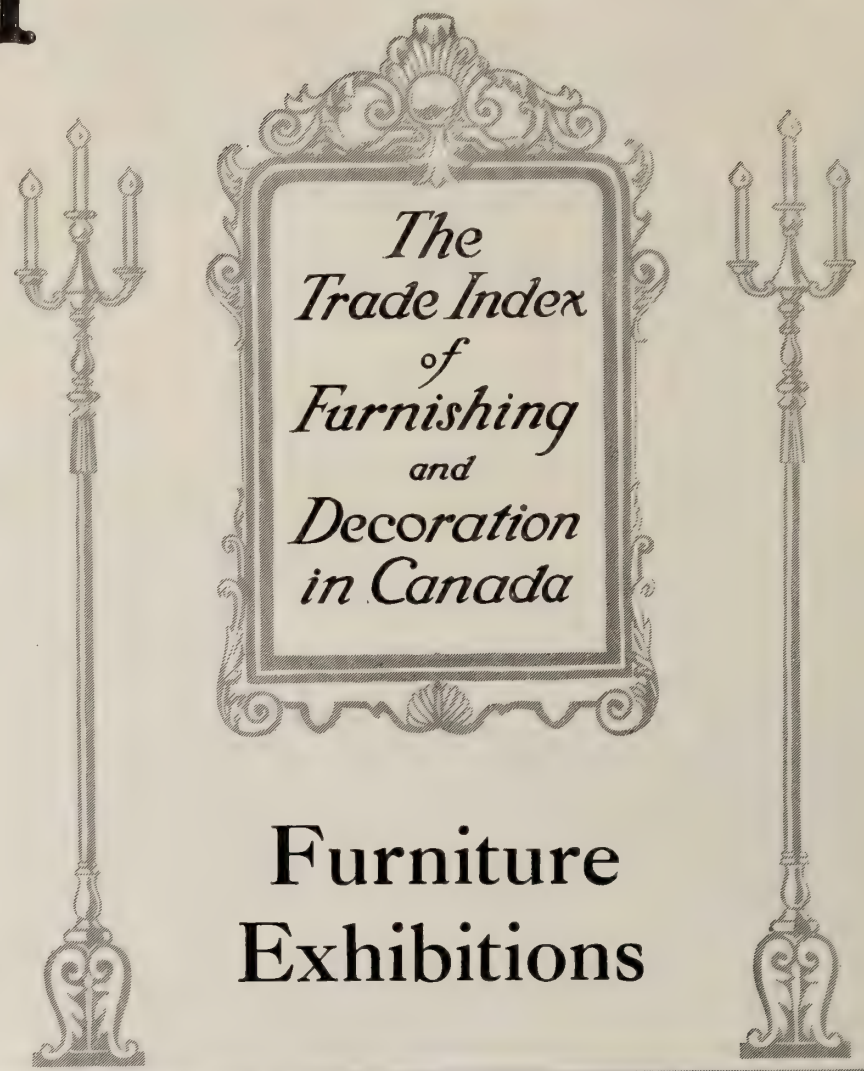
It pays to deal with people of proven RELIABILITY.

## The National Mattress, Felt & Batting Company

340-342 Gerrard Street East : : TORONTO

# Furniture World

January Number




## Furniture Exhibitions

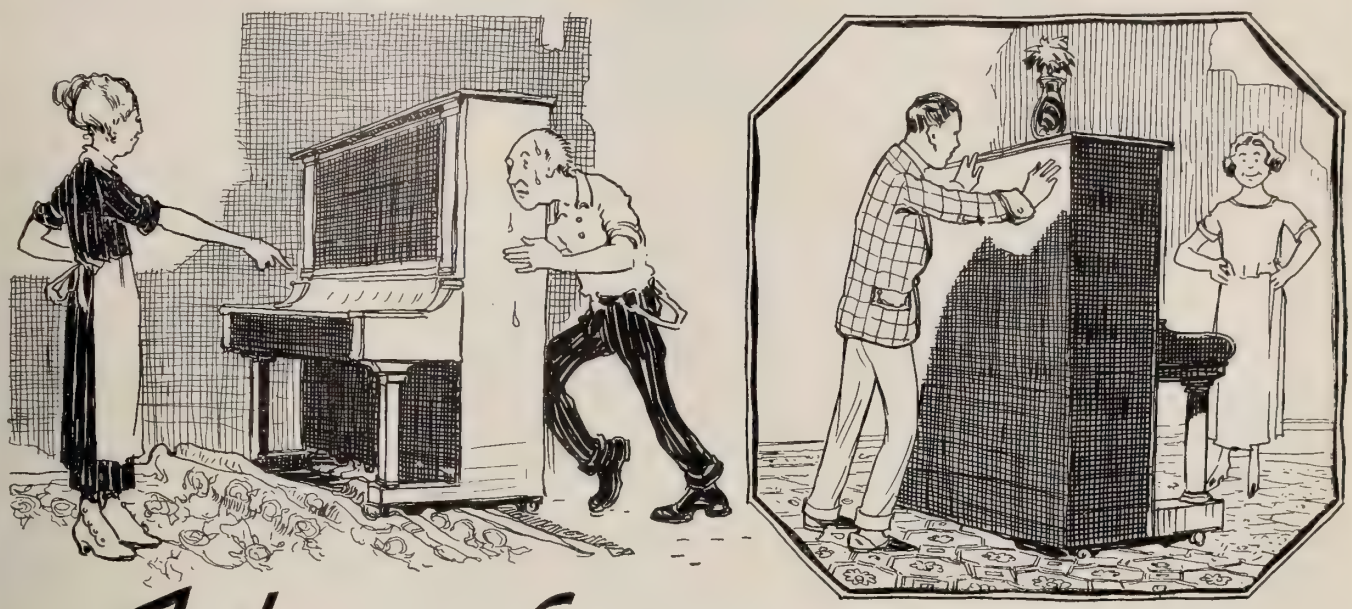
Hugh C. MacLean Publications Limited

There is still time to get your message to the retail dealer before he buys.

**26,400 New Homes**

were erected in Canada in 1922. In what percentage of these homes may your furniture be found?
First forms close December 15th, final forms the 26th. Copies are in the mails by January 1st, before the dealer starts for the Mid-Winter Markets.
Our Service Department will help you with copy and layout. Just say the word.

97%
Furniture
nd allied lines
e sold on the
commendation
the Retail
Merchant
In the eyes of
e Consumer



# When wifie takes the notion— to re-arrange the room

HERE are pictures every dealer should study, for they visualize what takes place more or less frequently in the average home.

Their message for you, Mr. Merchant, is that Linoleum—the clean, bright, easily-sold floor covering, will make a strong appeal to housewives, particularly those who must do their own housework. For these reasons it sells readily—how readily being dependent upon the use you make of its strong selling point.

## Make Dominion Linoleums a Leading Line—It Will Pay You

Our Magazine and Farm Paper Advertising is helping place Dominion Linoleum in thousands of Canadian homes. Link your sales efforts with this advertising; put in a Dominion Linoleum display. Window trimming material will be supplied you free. Feature Dominion Linoleum in your newspaper "ads." We will gladly supply you with electros and suggestions. Others are increasing their sales; so can you. Write our Advertising Department for suggestions.

DOMINION OILCLOTH & LINOLEUM CO. LIMITED · MADE IN CANADA · MONTREAL ·

## Dominion Oilcloth & Linoleum Co. Limited

Montreal

FOR the very generous patronage accorded our products during the past year, we sincerely thank our many customers in the trade. We can only state that every effort will be put forward by us to maintain the same high standard of quality and service.

To one and all we extend the Compliments of the Season with all good wishes for the New Year.

***A CORDIAL WELCOME***
***awaits you at our exhibit***

**at**

## The Furniture Exhibition
**Toronto, Jan. 8-20**

A full line of our goods will be on display including Reed Furniture of all kinds, Dining Room Furniture and Bentwood Chairs, Windsor Chairs, Bedroom Chairs, Common Chairs, etc.

## North American Bent Chair Company, Limited

**Owen Sound - - - Ontario**

The Meaford Line

# 1922 has been a big year for "Meaford" dealers 1923 will be even bigger

The past twelve months particularly have proved beyond a doubt that a large and growing market does exist for the type of furniture that "Meaford" represents.

Meaford furniture embodies the newest designs, the best of workmanship and the most reliable of materials—yet moderate prices prevail throughout the entire line.

Visit us at the Coliseum—Toronto Furniture Exhibition Jan. 8-20, 1923 where our full line will be shown and a hearty welcome awaits you.



No. 512



No. 512

*May we add a word of appreciation to our customers for their valued business during the past year? We wish them, together with our many other friends in the trade, the Compliments of the Season and every success in the New Year.*

The
**Meaford Manufacturing Co.**
Limited
Meaford - Ontario



# *Merry Christmas!*

**To our many friends in the Furniture Trade we take this opportunity of extending our thanks for their patronage in the past year, hoping this will continue throughout 1923 and that you may have a Very Merry Christmas and a New Year of unabounded Joy and Prosperity.**

## Brantford Willow Works

**Brantford — Ontario**

## The Season's Greetings

We wish to again extend to you and your's our Sincere Wishes for A Happy Christmas and a Prosperous New Year.
We appreciate your many courtesies during the past year, and hope to merit a continuance of your favors during 1923.

## We Cordially Invite You

to visit us at the Toronto Furniture Exhibition .....
January 8th, to 20th, 1923.

## Otterville Manufacturing Co., Ltd.

**Otterville :-: :-: Ontario**



Buffet No. 905

WITH the many pleasant relationships existing between the members of the Furniture Trade and ourselves we are most sincere in our wishes that you may have

## *A Bright, Joyful Christmas*

and may the coming days bring to you such a measure of Health and Happiness that you may have

## *A Happy, Prosperous New Year*

You are cordially invited to visit us at our Exhibit in the Coliseum, during Toronto Furniture Exhibition Jan. 8-20.

MEMBER HOME FURNISHINGS BUREAU INC. 1921
BETTER FURNISHED HOMES MEAN GREATER HAPPINESS
TRADE MARK REGISTERED

*The*

**Andrew Malcolm Furniture**
**Company Limited**
**Kincardine - Ontario**

# COMBINATION
## BABY CARRIAGE AND STROLLER



HERE is the very latest thing in the Baby Carriage world. It s a combined Baby Carriage and Stroller and is just as satisfactory for one purpose as it is for the other. This conveyance is made with all the grace and comfort of a large Baby Carriage and yet it has the lightness and ease of operation of a small Stroller. It will save the consumer the expense of two rigs and should be the largest selling carriage in Canada next season. Ask our salesmen to show you these new combinations.

*Manufacturers of Lloyd Loom Products*

**HEYWOOD-WAKEFIELD COMPANY OF CANADA LTD.**

*Successssors to the Lloyd Manufacturing Company*

**ORILLIA** **ONTARIO**



# The Season's Greetings

May the New Year bring you Prosperity and the Health to enjoy it in full measure.

## Keep These Dates Open
### January 8th-20th

A fine showing of Hespeler furniture will be on display at the Toronto Furniture Exhibition and in our own large Factory Showrooms at Hespeler.

Many of these lines are going to enjoy a great sale next year and it will pay you to investigate them.

## The Hespeler Furniture Co.
**Limited**

**Hespeler - Ontario**

# SCHIERHOLTZ FURNITURE

Will be a leading feature of the

## *Toronto Furniture Exhibition*

***January 8-20, 1923***

---

## Chesterfields, Davenports, Diners, Rockers, Chairs, etc.

---

Canadian Furniture making will come under a most critical inspection, and the rigid test and comparison will serve to give still more convincing proof of the actual *Superiority* of *Schierholtz Productions.* The range of designs we are showing will stand out with that mark of Leadership that you have learned to expect of Schierholtz Furniture.

---

We will be at the Coliseum to welcome you, to entertain you, and to show you Schierholtz lines.

Kindly accept this invitation to visit us.

---

*The Season's Greetings in full are extended to each and every one of our friends*

# The Schierholtz Furniture Co.

LIMITED

New Hamburg Ontario

The earth has grown old with it's burden of care.
But at Christmas it always is young.
The heart of the jewel burns lustrous and fair
and it's soul full of music breaks forth on the air.
When the song of the Angels is sung.

P. Brooks

# Furniture Dealers

As the rays of the New Year beam forth over our successes and reverses of the ebbing year, we stop to wish you a Merry Christmas season, and a New Year of unbroken Joy and Prosperity.



The Queen Anne table shown above is a real Queen Anne design and will match any suite in plain and quartered oak or Red Gum Walnut. When you find out the price, it more than impresses the fact that every furniture dealer is a wise one, who buys extension tables from extension table specialists.

***Our Exhibit at the Toronto Furniture Exhibition Jan. 8-20, 1923 will well repay your inspection***

# The Lucknow Table Co., Ltd.

Lucknow - Ontario

# BABAYAN'S NEW GALLERIES



## Canada's Mecca and Headquarters for High Grade

# ORIENTAL RUGS

***Wholesale and Retail***

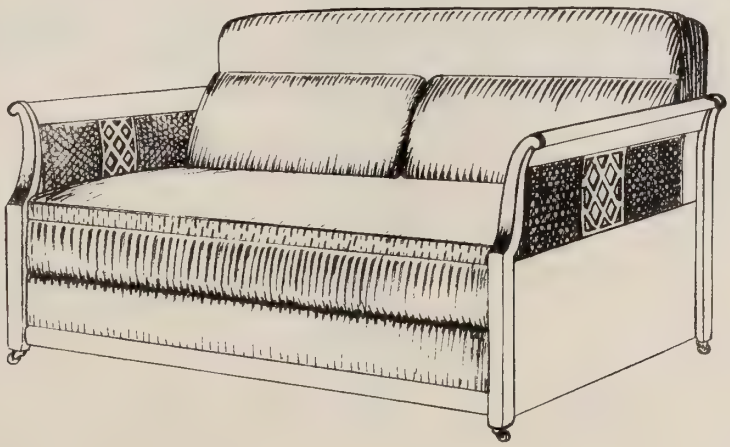
We extend a cordial invitation to Furniture and Carpet buyers throughout Canada to visit our New and Palatial Rug Galleries.

We receive large shipments every month direct from the rug centres of **Persia, Turkey, China,** and **India,** where we have our resident buyers to buy and ship to us the finest in Oriental Rugs at **the lowest prices** of the local market.

***Estimates given to all out-of-town Enquiries from the Trade***

# BABAYAN'S Limited, Toronto

(Cor. King and Victoria Sts.,—Opposite the King Edward)



# —The Chester-Fold—

The Aristocrat of all Folding Beds. A Chesterfield Construction. A Box Spring Bed. See this with many other New Productions of Davenports and Divanette Suites, Library and Libra-Dine Tables at the Show in Toronto, January 8th to 20th, 1923.

***Wishing our many Friends a Properous New Year***

*The*

## Kilgour Davenport Company Limited

**44 Osler St., Toronto**

*To Our Many Friends*

THE GENDRON MFG. CO. LIMITED

Makers of High-Grade Childrens' Vehicles

*Wish You*

*A*

*Merry Christmas*

*and a*

*Bright, Prosperous*

*and*

*Happy New Year*

# Gendron's Coliseum Exhibition

Toronto Exhibition Grounds—January 8th to 20th, 1923

We will show the latest in

## Baby Carriages, Carriers, Strollers

REED FURNITURE
DOLL CABS
INVALID CHAIRS
COASTER WAGONS



AUTOMOBILES
VELOCIPEDES
BATH ROOM FITTINGS
SLEIGHS

*Our Representatives, Space, and Factory at Your Service*

THE GENDRON MANUFACTURING CO., LTD.

TORONTO - CANADA

# Another of Krug Bros. Good Sellers



No. 1070 Buffet



No. 1070 Extension Table

*The management and staff of the Krug Bros. Company Ltd., join in extending to you Hearty Christmas Greetings with the wish that the New Year may bring you Peace and Plenty.*



No. 1070 China Cabinet

An attractive and popular Dining Room Suite in Quartered Oak—Queen Anne Design.

Workmanship and material are of the best yet at a price that brings it within means of the majority.

***"Diners to Match"***

## The Krug Bros. Co., Ltd.

Chesley — Ontario

# Best Wishes to the Trade

1922 1923

## Beauty and Utility

The great sale which Mundell Furniture enjoyed during 1922 is, we believe, a tribute to the unusual value we have endeavored to offer in each piece. The workmanship and material used are of the highest quality while the designs are of proven saleability.

We thank you for your past patronage and look forward to a continuance of our pleasant relations with the trade this Coming Year.



No. 218 Smoker's Cabinet, Walnut or Mahogany finish. Nickel trimmings

JOHN C. MUNDELL & CO. LTD., ELORA ONT.

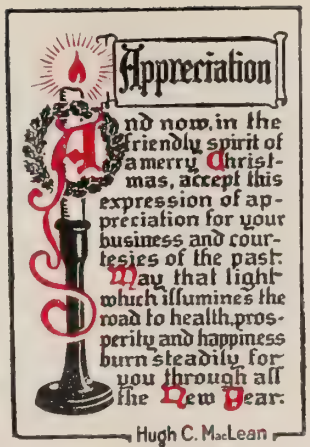
# An Invitation

We extend an invitation to all our customers who may be in the city either during the Furniture Exhibition or at any other time to visit our sample rooms at 41 Spruce St., and in addition to samples of the lines we manufacture we would be pleased to have you inspect our factory where the latest machinery for the manufacture of bedding is to be seen in operation.

*Call North 4500 and a motor car will call for you—Be sure and call*

The Canadian Feather & Mattress Company
LIMITED

41 Spruce St., TORONTO, ONT.




# Furniture World

Subscription price is two dollars per year.

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# With the Editor



***Furniture For Christmas***

Christmas shopping is again under way and, we regret to say, there is the same old evidence that people are buying a large proportion of junk—things that don't represent value for money paid out, have no real value at any price, will give no pleasure to the recipients and no satisfaction to the donors.

Isn't it strange that a lot of people will part with their hard earned cash so easily. Yet it simply bears out the experience of every line of trade. It's a lot easier to sell mining stocks than victory bonds; department stores have no difficulty working off their out-of-date merchandise by attractive, colored catalogues, in the very face of honest-to-goodness value in up-to-date goods right round the corner in the home town. How many of us can plead "not guilty" to sinking a few hundreds in distant wild-cat 'subdivisions' ignoring real value in improved property under our very noses?

"What is the reason"? You ask.

Salesmanship, largely!

The fact seems to be that "salesmanship" goes farther than "quality."

What's the recourse, then, of the furniture dealer? What can he do to place his quality goods before the public in as favorable a light as the shoddy competitor?

Better salesmanship.

That's all there is to it, but that's a lot. Salesmanship doesn't simply mean putting a sale across when you get a customer into your store. It means, quite as much, getting him into your store. It means making a booster of him for your product and your firm. Do you suppose a man ever bought oil stocks who did not confide the fact to his friends within the next few hours, urging them to do the same and join him on this short good road to fortune. That's what you ought to do for your furniture customers—send them away in such a mood that they will tell their friends "great place that of Jones to buy furniture. Knows the business down to the ground. Never knew how interesting furniture was before I had a chat with him. Bought two or three pieces for my friends for Christmas. Never realized before how appropriate furniture is for Christmas gifts. Everybody wants nice pieces of furniture—mother, father, wife, son, daughter, best girl, man or woman friend—everybody. I'm going there again before December 25."

That's the enthusiasm we need to work up in the furniture trade. No other retailer has more arguments to recommend his goods—quality, utility, decorative features, variety, something for everybody, everybody wants it.

The other man takes the trade away from us by "Salesmanship" without quality. But surely a combination of these two would be irresistible.

* * *

***"Selling" the Retailer***

Following the Christmas rush the biggest thing looming on the furniture horizon is the holding of simultaneous exhibits in Toronto. Stratford and Kitchener, January 8 to 20. At first thought it may appear that these three exhibits, coming at the same time would interfere with one another but we believe, on the contrary, the added publicity, the combination of effort, will be of advantage to each one of them.

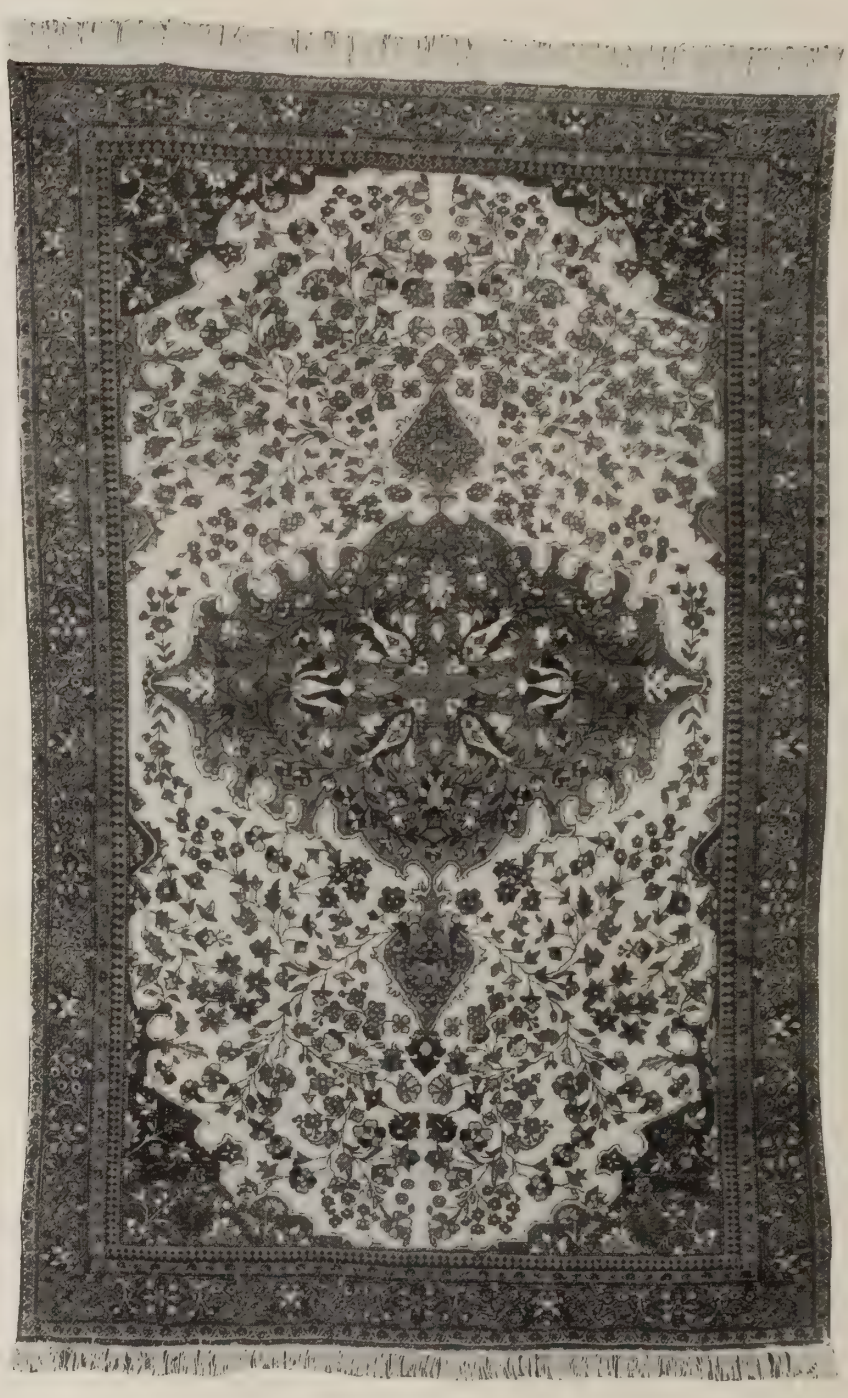
The main effort, this year, will be concentrated, as we understand it, on the retailer himself. That is, the manufacturers realize that, so far as their specific brands are concerned, it is the retailer, and not the customer, who is the determining factor in the sales situation. With this view point we entirely agree. Most excellent work has been done in two or three Ontario cities, in the recent past, in the way of getting the general public into the way of buying new and better furniture. This has been money well and wisely spent—much wiser than to advertise to the consumer the merits of this or that special brand of furniture.

And so, the exhibits being made in these three cities in January are specially designed to "sell" the various products of our Canadian furniture manufacturers to those men whose opinions count for most with the buying public. It is an excellent idea. Considering that the period of the exhibitions extends over several days, interested retailers will have time to make the rounds of all three. The result will undoubtedly be a greater enthusiasm and respect on their part for home made goods and a more earnest determination to sell more of them.

The writer asked a saleslady if she found it easier to sell nationally advertised goods. "Yes" she replied "But I have yet to meet the customer to whom I could not sell the article that I believe in myself, whether nationally advertised or not. The article we believe in our selves is the article we buy—and sell."

All of which goes to show that it's good business to have the customer ask for specially branded goods, but a hundred times better business to have the sympathy and sales energy of the retailer behind that brand.

# Oriental Rugs



From L. Babayan's Private Collection

*Royal Sarouk—one of the Finest Specimens of the Persian Weave.*



# Let's Talk It Over

## Handling Furniture for Delivery—Have You any Comments out of Your Experience? Lend a Hand to Help the Other Fellow

In our last issue, we opened our correspondence column with the question submitted by one of our readers, " How do you handle furniture in delivery?"

Judging by the answers received, furniture dealers realize the importance of this subject and recognize that delivery makes all the difference between a satisfied and a dissatisfied customer. A scratch on the leg of a chair accompanied by the explanation of the delivery man that you can easily touch it up with a bit of polish, may "get by" to the extent that the dealer never hears about it, but the customer is irritated nevertheless—and rightly so. If we, as retailers undertake to deliver goods to our customers' homes—whether groceries, shoes, clothing, furniture or whatever line we may be engaged in—we should consider ourselves bound to make delivery of the articles exactly as they appear when purchased. Do we not ourselves expect this from the manufacturers?

### Be Careful

Admittedly, furniture is about the most difficult piece of merchandise to deliver that enters the home. It is not only bulky, but also very easily mutilated, and often heavy. For the public at large it may be said, we believe, that they realize this situation and make reasonable allowances for contingencies. This being the case the first essential in handling furniture is an evident desire on the part of the delivery man to be careful. He should show by his every movement that he is trying to be **very** careful. Most customers watch the delivery of furniture as it is carried from the truck into their house and they form very definite conclusions regarding the methods of handling.

Some men are naturally careful, others the reverse. The latter kind should never be engaged in the handling or delivery of furniture.

### Wrapping Furniture

Wrapping furniture is a problem in itself. For local delivery, in the smaller cities and towns, this should not, in general, be necessary. For protection against dust and weather, however, and also for its psychological effect upon the customer, a covering of some kind is desirable.



A chair wrapped in paper bags

In this connection one of our correspondents

has, in replying, mentioned the use of paper bags. Even manufacturers are getting away in some instances from the use of padding and using bags instead. These bags are usually made of 25 lb. kraft paper, which is cut, folded and pasted together, so that when opened it is of such a size as to completely cover the article. Up to the present time these bags appear to have been used almost exclusively by manufacturers, but there does not seem to be any reason why retailers should not lay in a supply of them. They are cheap and, of course, may be used a number of times.

The matter of expense, too is worth considering. The relative cost of wrapping six chairs (1) in excelsior pads and (2) in paper bags was figured out recently and the cost of the bags, is only about one half that of the other method. Following are the figures:

**Chairs in Excelsior Pads**

| | |
|---|---|
| 33 pads | $ .341 |
| 3 lbs. newspapers | .015 |
| 1/4 lb tying up twine | .050 |
| | $ .406 |

**Chairs in Paper Bags**

| | |
|---|---|
| 6 bags | $ .24 |
| | $ .24 |

There is also a considerable saving in labor as it is easily seen that it takes far less time to slip them over a chair than it does to tie on the excelsior pads. An illustration of a chair covering with one of these bags is shown herewith. This method is worth investigation by the furniture dealer.

# *Would it Pay Me to Carry a Wider Selection of Furnishings?*

***Read What Other Furniture Retailers Say About It—Two Interesting Tables that May Well Influence Your Future Policy***

Every furniture retailer has asked himself the question—not once, but a hundred times: "would it pay me to carry a wider selection of merchandise? Is there more money in catering to the larger number or in specializing on a smaller number of items?"

The answer to this question will undoubtedly be different in different localities. Individual preferences and inclinations will also have a considerable bearing on the subject. We believe it is safe to say, however, that the tendency to-day is in the direction of increasing the number carried.

### Retailers are Very Interested

A few weeks ago Furniture World sent out some enquiries along this line. Generally it is difficult to gather statistics, but the response to these enquiries was so prompt and so nearly one hundred per cent complete that we think it indicates a very keen interest taken by retailers in the subject. The results are given in the two small tables below. They represent, in fact, the answers to the sets of two enquiries, the first of which asked; if the retailers were **actually** handling the various items at the present time; the second—sent to an entirely different group of retailers—asked the opinion of the retailer as to what items should be handled by a furniture dealer.

### Looking to Increase Lines

Some of the replies are exceedingly interesting. In the main there is no doubt that retailers are looking to increase the number of lines they carry in stock. In specific cases, however, special reasons are offered for not expanding; for example: one man does not want to antagonize a friendly competitor in another line of trade; he argues that the other man frequently sends him customers and that he sends his competitor customers; that is, they have a sort of working arrangement as to what each shall carry. There are other places where the traditions in the town appear to make it unlikely that a change in policy would prove profitable—and so on.

**Table I—What per cent of Retailers are Actually Handling the Following Lines**

| | |
|---|---|
| Rugs and carpets | 87 per cent |
| Eiderdowns | 70 per cent |
| Curtains and draperies | 52 per cent |
| Upholstering materials | 65 per cent |
| Wall-paper | 15 per cent |
| Paints | 16 per cent |
| Furniture hardware | 57 per cent |
| Mouldings | 55 per cent |
| Kitchen utensils | 20 per cent |
| Electric floor & table lamps | 75 per cent |
| Electric fixtures | 10 per cent |
| Washing machines | 20 per cent |
| Vacuum leaners | 45 per cent |

Some of the reasons offered sound exceedingly reasonable. It has to be remembered, however, that these are days of very keen competition. It does not necessarily follow that be-

cause a furniture dealer has not been selling curtains, for example, in the past, that this would not be a satisfactory line to add to his stock today. People's ideas are changing and the women seem to be getting around to the thought that everything in the way of furniture should be purchasable at the same store.

### What the Tables Show

In any case our readers will find these two tables very interesting. For example in Table I, which deals with the articles that retailers handle today; 87% of them carried rugs and carpets in stock; 70% carried eiderdowns, 52% curtains and draperies; 75% electric floor and table lamps, and so on down the list.

**Table II—What Per Cent of Retailers Favor Handling the Following Lines**

| | |
|---|---|
| Carpets and rugs | 100 per cent |
| Eiderdowns | 91 per cent |
| Curtains & draperies | 90 per cent |
| Upholstering materials | 83 per cent |
| Wall-paper | 27 per cent |
| Paints | 5 per cent |
| Furniture hardware | 60 per cent |
| Mouldings | 63 per cent |
| Kitchen utensils | 37 per cent |
| Electric fixtures | 5 per cent |
| Washing machines | 42 per cent |
| Vacuum cleaners | 85 per cent |
| Picture frames | 70 per cent |
| Stoves | 60 per cent |
| Phonographs | 90 per cent |
| Refrigerators | 93 per cent |
| The whole list | 5 per cent |
| Electric table & floor lamps | 98 per cent |

Coming to the second table, the noticeable thing is that no retailer indicates the desirability of handling fewer lines than Table I indicates are actually being carried. Every single retailer voted in favor of carpets and rugs; 98% favored electric table and floor lamps; 93%, refrigerators; 90%, phonographs; 91%, eiderdowns and so on.

This is an interesting set of tables that the furniture retailer may well study carefully. It represents, in a very accurate way, the general opinion held by retailers distributed over every province of Canada.



Water Color—Phillips Mfg. Co.

# New Finishes Popularize Bird's Eye Maple

Retailers will be interested in a recent statement by a furniture manufacturer that just now quite a decided trend on the part of furniture makers to use bird's-eye maple once more. This wood was quite largely used and became very popular years ago, but at that time it was not shown in any colors except the purely natural and such delicate shades as the lightest of silver grays and greens.

From the retailer's standpoint. The use of the wood at that time was not completely satisfactory because of its tendency to rapidly turn yellow after it was away from the factory only a short time. On this account only the very choicest of woods, both as regards color and figure, could be used. So much care had to be excercised in the selection of the wood that the resulting furniture was very expensive. From the standpoint of the home owner, there was a disadvantage in the use of bird's-eye maple furniture because the very light finishes did not blend in with anything else and one was compelled to either furnish a whole room in bird's-eye maple or not use it at all. These two disadvantages coupled with the fact that the finer grades of wood were continually getting scarcer, undoubtedly had a far-reaching effect in minimizing the popularity of bird's-eye maple as a furniture wood.

### Brown Finish is Much in Demand

Now it appears there is quite a demand for some of the new and beautiful browns on bird's-eye maple, and since some of this furniture has been brought out and the buying public are finding that such pieces lend themselves to artistic blending with fumed oak, the rich shades of brown mahogany, American walnut, etc., there will undoubtedly be a sale of such furniture. It is apparent that bird's-eye maple finished in the rich deep browns in vogue at the present time will overcome the disadvantages mentioned above, viz the turning yellow and inability to blend with other pieces, and will enable this beautiful wood to take its place in the scheme of the quiet, toneful and restful home where good taste is displayed.

The wood itself, from the standpoint of wood finish manufacturers, forms an interesting subject for experimental work as a large variety of color effects can be produced, and with the silky undertone characteristic of this wood form combinations of the greatest beauty. The stains used for this purpose are of a type which will insure permanency of color, viz., the metal alkali and acid stains. In some quarters it is believed that the come-back being shown on bird's-eye maple wood is going to result in its having a permanent place among the native woods used in the making of fine furniture.

# Model Rooms



*Portion of attractive British Columbia Finished Room Exhibit at 51 Yonge St., Toronto. This room has Western Larch floor, Western Hemlock wall panels, Red Cedar beams and Cottonwood ceiling.*

# Model Rooms



*Settee of Beechwood, hand carved and covered in brown Silk Brocade, with Cane Panelled Ends and Back. Chairs at side match Settee. Table in centre of Hepplewhite design in a combination of Mahogany and Harewood, hand carved legs. Handles are hand chased silver plated. Chair in centre of same design and in same woods. Chair at back Louis XV., covered with Silk Brocade. Rugs, Persian Sarouk. Model Room, Henry Morgan & Co.*

# *This Table Shows What Most People Buy and How Much*

| Article | All families (12,096) | | | Families purchasing | | | |
|---|---|---|---|---|---|---|---|
| | Average number of articles per family | Average expenditure per family | Average expenditure per article | Number of families purchasing | Per cent of all families | Average number of articles per family | Average expenditure per family |
| Carpets | *3.9 | $5.48 | $1.41 | 2,894 | 23.9 | *16.2 | $22.88 |
| Matting | †.5 | .31 | .66 | 392 | 3.2 | †14.5 | 9.62 |
| Linoleum and floor oilcloth | †1.8 | 1.71 | .96 | 1,584 | 13.1 | †13.6 | 13.03 |
| Chairs and stools | .8 | 3.06 | 3.91 | 2,559 | 21.2 | 3.7 | 14.48 |
| Tables | .2 | 2.03 | 11.83 | 1,670 | 13.8 | 1.2 | 14.71 |
| Couches, davenports, sofas, etc. | .1 | 2.13 | 23.67 | 1,065 | 8.8 | 1.0 | 24.47 |
| Bureaus, chiffoniers, and dressing tables | .1 | 1.70 | 15.45 | 1,051 | 8.7 | 1.3 | 19.59 |
| Writing desks | .01 | .17 | 11.55 | 172 | 1.4 | 1.0 | 11.61 |
| Book cases and magazine racks | .01 | .12 | 11.34 | 130 | 1.1 | 1.0 | 11.51 |
| Clocks | .1 | .29 | 3.08 | 1,094 | 9.0 | 1.0 | 3.22 |
| Mirrors | .02 | .04 | 2.65 | 181 | 1.5 | 1.1 | 2.97 |
| Pictures, frames and other ornaments | ..... | .47 | ..... | 1,109 | 9.2 | ..... | 5.10 |
| Hatracks, costumers and hall trees | ..... | .05 | ..... | 99 | .8 | ..... | 6.47 |
| Sideboards, buffets and china closets | .1 | 1.41 | 23.90 | 648 | 5.4 | 1.1 | 26.33 |
| Bedsteads | .2 | 2.42 | 11.07 | 2,242 | 18.5 | 1.2 | 13.06 |
| Bedsprings | .2 | 1.09 | 6.25 | 1,807 | 14.9 | 1.2 | 7.31 |
| Mattresses | .3 | 2.06 | 8.23 | 2,467 | 20.4 | 1.2 | 10.11 |
| Pillows | .1 | .21 | 1.56 | 716 | 5.9 | 2.3 | 3.61 |
| Blankets | .5 | 1.91 | 3.58 | 2,996 | 24.8 | 2.2 | 7.72 |
| Quilts and comforts | .2 | .77 | 3.58 | 1,523 | 12.6 | 1.7 | 6.12 |
| Sheets | 1.3 | 1.79 | 1.38 | 4,140 | 34.2 | 3.8 | 5.23 |
| Pillow cases | 1.19 | .77 | .42 | 3,835 | 31.7 | 5.8 | 2.44 |
| Spreads | .1 | .47 | 3.25 | 1,328 | 11.0 | 1.3 | 4.25 |
| Pichers, wash bowls, etc. | ..... | .03 | ..... | 218 | 1.8 | ..... | 1.79 |
| Dishes and glassware | ..... | 1.74 | ..... | 5,635 | 46.6 | ..... | 3.73 |
| Knives, forks, spoons, etc. | ..... | .40 | ..... | 1,035 | 8.6 | ..... | 4.62 |
| Stoves, ranges and heaters | .3 | 5.64 | 19.70 | 2,983 | 24.7 | 1.2 | 22.88 |
| Fireless cookers | .003 | .06 | 16.26 | 40 | .3 | 1.0 | 17.07 |
| Kitchen cabinets | .03 | .64 | 19.13 | 406 | 3.4 | 1.0 | 19.13 |
| Kitchen utensils (pots, pans, etc.) | ..... | 1.20 | ..... | 5,418 | 44.8 | ..... | 2.67 |
| Refrigerators | .1 | .97 | 15.79 | 745 | 6.2 | 1.0 | 15.79 |
| Brooms and brushes | ..... | 1.72 | ..... | 11,212 | 92.7 | ..... | 1.85 |
| Carpet sweepers and vacuum cleaners | .1 | .47 | 9.29 | 603 | 5.0 | 1.0 | 9.45 |
| Mops | .3 | .16 | .49 | 2,862 | 23.7 | 1.4 | .67 |
| Table cloths, cotton | .3 | .49 | 1.70 | 2,149 | 17.8 | 1.6 | 2.75 |
| Table cloths, linen | .04 | .15 | 4.22 | 318 | 2.6 | 1.4 | 5.71 |
| Napkins, cotton | .3 | .07 | .21 | 457 | 3.8 | 8.4 | 1.74 |
| Napkins, linen | .1 | .03 | .45 | 106 | .9 | 8.5 | 3.83 |
| Towels, cotton | 2.8 | .78 | .28 | 4,817 | 39.8 | 6.9 | 1.97 |
| Towels, linen | .1 | .05 | .50 | 281 | 2.3 | 4.7 | 2.34 |
| Table oilcloth | †1.0 | .34 | .35 | 4,591 | 38.0 | †2.6 | .91 |
| Lamps, lamp chimneys, gas mantles, and electric bulbs | ..... | 1.33 | ..... | 9,159 | 75.7 | ..... | 1.76 |
| Pianos and players | .1 | 5.50 | 93.47 | 712 | 5.9 | 1.0 | 93.47 |
| Talking machines | .1 | 3.83 | 48.75 | 951 | 7.9 | 1.0 | 48.75 |
| Other musical instruments | .01 | .36 | 24.36 | 166 | 1.4 | 1.1 | 26.56 |
| Records, rolls, etc. | ..... | 1.42 | ..... | 1,970 | 16.3 | ..... | 8.75 |
| Window shades | .8 | .66 | .84 | 2,360 | 19.5 | 4.1 | 3.40 |
| Screens, window and door | .5 | .43 | .87 | 1,640 | 13.6 | 3.7 | 3.17 |
| Curtains, draperies, portieres and sofa pillows | ..... | 1.73 | ..... | 3,835 | 31.7 | ..... | 5.44 |
| Tubs | .1 | .19 | 1.40 | 1,289 | 10.7 | 1.3 | 1.82 |
| Wash boilers | .1 | .25 | 2.53 | 1,191 | 9.8 | 1.0 | 2.57 |
| Wash boards | .2 | .14 | .60 | 2,549 | 21.1 | 1.1 | .65 |
| Wringers | .04 | .20 | 5.35 | 450 | 3.7 | 1.0 | 5.45 |
| Irons | .1 | .30 | 2.89 | 931 | 7.7 | 1.3 | 3.86 |
| Washing Machines | .03 | .86 | 28.78 | 360 | 3.0 | 1.0 | 28.78 |
| Other laundry utensils | ..... | .11 | ..... | 1,994 | 16.5 | ..... | .64 |
| Toy sleds, carts, etc. | ..... | 4.79 | ..... | 9,091 | 75.2 | ..... | 6.37 |
| Baby carriages and go-carts | .2 | 2.29 | 14.77 | 1,816 | 15.0 | 1.0 | 15.28 |
| Sewing machines | .1 | 1.99 | 24.48 | 983 | 8.1 | 1.0 | 24.50 |
| Other furniture and furnishings | ..... | 1.40 | ..... | 3,903 | 32.3 | ..... | 4.35 |
| Total | ..... | $73.23 | ..... | ..... | ..... | ..... | ..... |

* Linear yard. †Square yard.

# Do my Customers Buy as Much as They Should—From me?

***Here are Statistics That Give a Line on the Situation and Answer this Question for the Furniture Retailer if he Knows his own Constituency***

The Bureau of Statistics of the United States Department of Labor has just compiled some interesting figures showing the quantity of furniture and house furnishings purchased by the average working man's family in one year; also the average expenditure involved. These figures are published in the November issue of the Furniture Manufacturer and Artisan and furnish exceedingly valuable information for furniture retailers, the vast majority of whom cater more or less, to this class of trade.

The published figures are based on a study of the cost of living in 92 localities in the United States. Details relative to income and expenditure were secured from 12,096 families. There is no evident reason why these figures should not apply to Canadian conditions.

### A Valuable Table

A table compiled by the Bureau from the figures gathered is reproduced herewith on the opposite page. The figures are treated first from the point of view of "all families" and, second, from the point of view if only those "families that purchase." By "all" is meant the entire number of 12,096. By "families purchasing" is meant, in each case, the number of families making purchases during the year of the article under consideration. This number, which varies of course in each case, is found in the column "Number of Families Purchasing."

Under the heading "all families" the average number of each article purchased by each family is given; also what these represent in the way of dollars and cents; and in the third colhmn there is finally shown what it represents in expenditure per article.

Under the heading "families purchasing," is tabulated, first, the number of families purchasing each particular article; second, the percentage of "all families" that this represents; third, the average number of articles purchased by each family, and fourth, the average expenditure in dollars and cents.

### Study it Item by Item

A study of the table, item by item, is exceedingly interesting. For example, it is shown that the total expenditure on the average for the 12,096 families is $73.20. That is, in all, $73.20 multiplied by 12,096=$885,427.20 is spent.

Column 2, under "families purchasing," also contains very valuable information as indicating to the furniture retailer what types of house furnishings are most frequently called for, and consequently on what types of article he may look for the most rapid turnover. 23.9% of them purchased carpets every year, but only 3.2% buy matting and 13.1% linoleum. Chairs and stools are called for by 21.2%; tables by only 13.8%.

### Specific Items

Coming down the list we see that hat-racks, costumers and hall-trees are in demand by less than 1%, while sideboards, buffets and china closets are represented by 5.4%. Bedsteads are purchased by 18.5%; bed springs are in demand from 14.9%; mattresses by 20.4%, but pillows only 5.9%. Sheets are frequently called for as shown by a demand from 34.2%; also pillow cases with 31.7%. Dishes and glassware are in demand by almost half of those purchasing, viz. 46.6%, while pitchers and wash bowls are very rarely asked for, being represented by the low figure of 1.8%. Kitchen utensils such as pots, pans, etc., are purchased by 44.8%; kitchen cabinets by only 3.4% and fireless cookers by only .3%. The big demand seems to be for brooms and brushes with 92.7%. That lamps, lamp chimneys, gas mantles and electric bulbs are also in frequent demand is shown by the figure of 75.7%. The same is true of toy sleds, carts, etc., with its 75.2%.

### How Much do People Spend?

With information such as is contained in this table, the retailer is in a position to overhaul his stock, strengthening up on those lines for which the demand is greatest and clearing out as soon as possible such things as are rarely asked for. The figure of $73.20 also leads to another interesting calculation. On the supposition that the workers spoken of are of the average class, their income would be, let us say, in the neighborhood of $1,000. On this supposition is is interesting to note that a family with an income of $3,000 should, on the same ratio, spend $220 for furniture and house furnishings;

a family with a $5,000 income should spend $336 on these things, and out of an income of $10,000 the furniture dealer, if he handles all these things, should get at least $730.

### Taking Stock of Constituency

It is suggested that it would be a good idea and amply repay any little trouble occasioned in compiling the figures, if the furniture retailer would take stock of the number of families in his constituency and figure out in a general way how many there are in the $1,000 class, how many in the $2,000, how many in the $3,000 and so on. Having done this, he is in a position to form a calculation as to the amount of business he should do in one year. If he finds his actual turnover is equal to this amount, well and good. If it is not, he may be able to find some weakness in his organization that would enable him to bring his sales up to the required amount.

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# *Who is the Hardest Man in the World to "Sell"?*

***If he Won't Talk you're at Sea—You Can't always Judge a Man by his Coat—Good Salesmen are Generally Good Listeners Also***

"Do you know the hardest man in the world to sell? asked the head salesman of a large furniture store recently. We pleaded guilty. "Well," he said, "the hardest man in the world to sell to, or woman either, is one who comes in and you start showing merchandise to him and telling its merits, giving him the selling talk, and he just stands there and looks and won't say a blessed word."

How should one deal with a customer of this type? Referring the matter to a successful merchant, who himself had been through the mill, his reply was brief but illuminating, "A lot of people just talk too much in making a sale." By inference, then, the best way of handling the "clam" type of customer, is just to follow his tactics, keep silent and show goods. These tactics are almost bound to force some comment which will give the salesman an inkling of how to proceed.

### Do Salesmen Talk too Much?

The charge that salesmen generally talk too much under all circumstances, without reference to the type of customer, is probably justified. Most of us have been bored with salesmen who, apparently for the purpose of keeping up a conversation, pass remarks which simply sound like so much "hot air" to the customer. It is a good rule to let the customer do the talking as much as possible, and if you haven't something to say, don't say it.

Some stores follow this policy out to the extent of instructing their salespeople after greeting the customer to wait for the latter to make known his desires. The salesman says, perhaps, "Good evening, sir," and then waits in an expectant attitude for the customer to say what he requires. The advantage of this is, of course, that the salesman will get, right at the outset, a pretty fair idea of what the customer has in mind. An illustration of the mistake the salesclerk may make who fails to size his prospect up from his conversation was brought out recently.

### Can't Judge a Man by his Coat

A man went into a furniture store to select a bedroom suite for his daughter who was coming home from school. He was a well-to-do farmer and was wearing his working clothes, and the clerk began showing him the suites along the row starting in with the very lowest priced. The customer did not seem enthusiastic and as they passed along, he saw a very fine suite off to one side. He turned to look at it, and said, "what about that suite there?" And the salesperson replied, "Oh, you would not be interested in that." And he was not, certainly not! He went out and bought his furniture somewhere else.

Another instance of the same kind was recently related to us by the customer concerned. The superintendent of a large construction company, a man of means, who was ready to pay the price for just what he wanted, entered a high-class tailoring establishment wearing the suit he used when on the job. His pockets were bulging with blue prints and some stains of his toil were upon him. He asked the salesman to show him some suitings. "Well—er—you know we don't make any suits under ninety dollars," said the clerk. "Don't you think I can pay for what I want?" snapped the customer. He did actually buy his suit from that concern, because,

he was in a hurry and knew they could give him his requirements, having dealt with them regularly. But he's a regular customer no longer.

Here are two actual cases where salespeople have offended good clients, the kind that don't consider price, but when they want an article will pay for it—all because they jumped to conclusions from appearance of the customer, instead of waiting to hear what he had to say.

### Good Listeners are Scarce

This point of listening to the customer can hardly be over-emphasized. If the salesman does all the talking, he is quite likely going to dwell on some feature that is not interesting to the customer at all, or perhaps bring out some points to which the customer actually objects, and then he spoils the sale entirely.

In addition, when one does all the talking, he is likely to go right past the selling point, just like a man going through a town; he is liable to start from a point ten miles outside the town and keep right on going until he is as far from the town, on the other side, as he was before, and a lot of people after they have talked twice too long are just as far away from the sale as when they started.

There is another weighty suggestion, and that is keeping the customer in line until the sale is made. It is a very poor time to talk about the weather, or the rugby game or anything else when you are selling a man a suite of furniture. How many sales are killed because, after the business was started in a right direction, the salesperson began to talk about something else.

### One Thing at a Time

It must be remembered that in all this selling game the customers have single track minds. Only one idea can flow at a time. They can only be interested in one thing at a time, and when you take their interest away from one thing and put it on another they lose their interest in the first thing. They cannot have their attention centred on two ideas at the same time. Do you find successful salesmen showing a lot of merchandise or a limited quantity of merchandise?—A limited quantity of merchandise always. An authority on business topics recently instanced the case of a salesman for a large dress concern, in proof of this fact. This salesman is furnished with around eighty sample dresses before starting out on the road. He goes through them and out of all those eighty samples, he takes out with him only about a dozen. When he goes to a customer he takes four dresses with him, and the bulk of his business, 75 per cent, is done with four dresses. This man, with his four out of eighty samples, sells more goods than anyone else employed by his firm.



An Attractive Extension Table Design—Malcolm & Souter Furniture Co.




## Selling Furniture on the Pacific Coast

The two photographs shown herewith represent views of the interior and exterior of the Home Furniture Company, Victoria, B.C., J. S. Bartholomew, Jr. proprietor. Mr. Bartholomew started in business three years ago at the age of nineteen in a small store on Front Street and has plainly made rapid progress. His father is engaged in the antique business in Victoria also, and undoubtedly the advantage of his ex-



perience has been of much value to his son, who's store already is of a goodly size and consists of two full floors of furniture. He states that business shows much improvement and that lower prices make it much easier to dispose of his stock. Mr. Bartholomew is plainly a booster for Victoria, for he concludes his letter thus:—"When Victoria is the size of New York and I have my 15 storey furniture store on the Main Street I would like a little space in your magazine to tell the trade how it happened." We have promised to reserve this space.

# Show Card Writing--Talk No. 5

**The fifth of a series of illustrated talks on modern show card writing. The author has had a wide experience in this work and we urge our readers to follow, carefully, the talks as they appear. Are you finding them useful? A line from you will be appreciated. We'll gladly answer any questions.**

After a practical knowledge of the simple strokes and alphabets which we have been seeking to learn we are now ready to get down to business. No matter how well a cardwriter can do the lettering, unless the lay-out is attractive the card becomes a failure. Many good letterers have been failures as show-card writers by not paying sufficient attention to this point. Proper spacing of letters and good lay-outs can only be acquired by artistic ability and good judgment.

Figure No. 1 illustrates poor judgment in lay-out. This card would have looked much better if "Fine Furniture" were placed as far again from the top margin line with the first letters of the words almost above one another. The little word "at" should be in the middle of the line and much nearer the words "Moderate Prices" "Moderate




Fig. 1—Poor judgment in layout

Prices" should be further from the side margins with the words nearer each other. "We can suit you" is the most unimportant phrase and consequently should be smaller but raised more above the lower line.

While no hard and fast rule governs all instances it is wise to keep all lettering in a straight line across the card. Letters placed in straight lines not only are read more easily but give to the card a "balance" difficult to obtain when curved lines are used.

The average cardwriter is given the wording for his card written all about the same size. Like the typesetter of the newspaper his work is to arrange the words so that the message will have an attractive appearance and one that will catch the eye.

The first thing necessary is to divide the wording into its natural groups, selecting the words which need emphasis. Often lettering of three different sizes is necessary to get the desired effect. It is difficult to determine the number of words to a line with proper height and width,

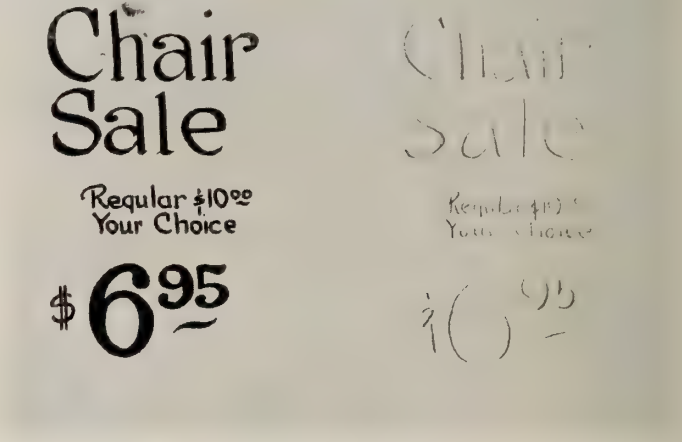



Fig. 2—First make the guide lines (right) and then mark in the letters as shown at the left

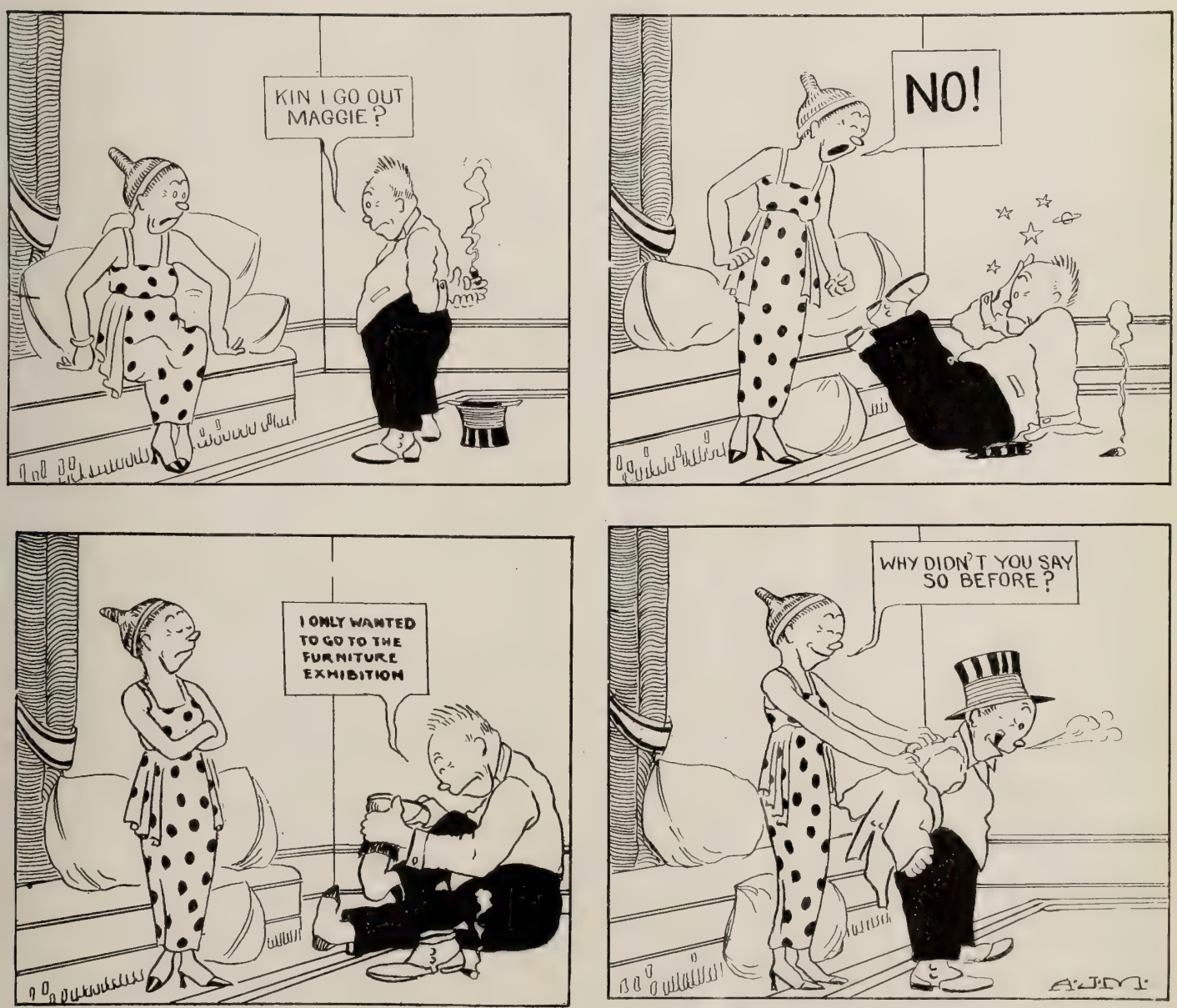
but experience and practice will do wonders along this line.

Proper margins do much to give the card a correctly balanced appearance. As a rule the widest margin comes at the bottom of the card, while the side margins and the top are usually about the same width.

The most satisfactory way to lay-out the card is with a hard-pencil. First make the guide lines and then mark in the letters as in Fig. 2. This work is done as lightly as possible as all lines which show must be erased when the card is complete. Art gum is indispensible for this use.

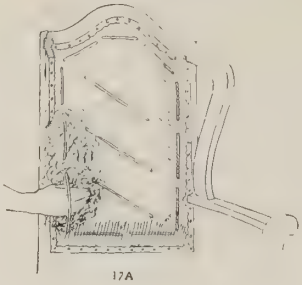
# *Bringing up Father:-*

***Every Father who has Been Properly Brought up by his Family will Attend the Furniture Convention***

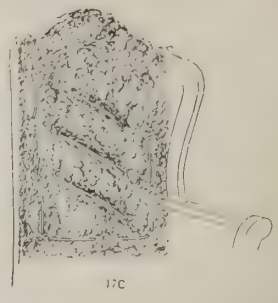


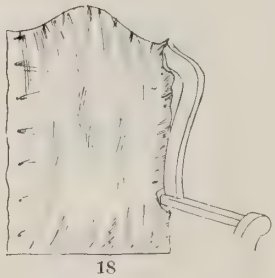

***Toronto, Jan. 8-20***
***Kitchener, Jan. 8-20***
***Stratford, Jan. 10-20***

# Upholstering


17A

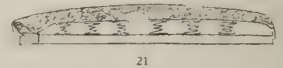

17B

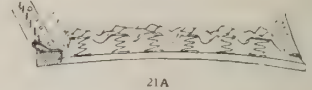

17C

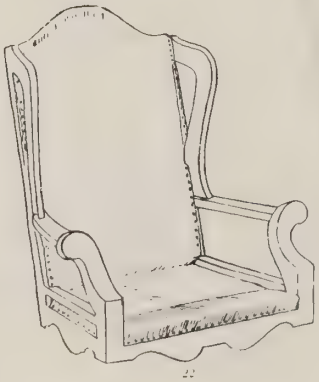

18

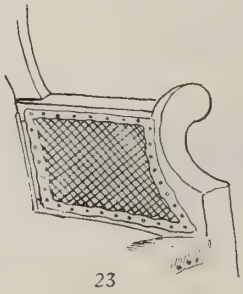

20

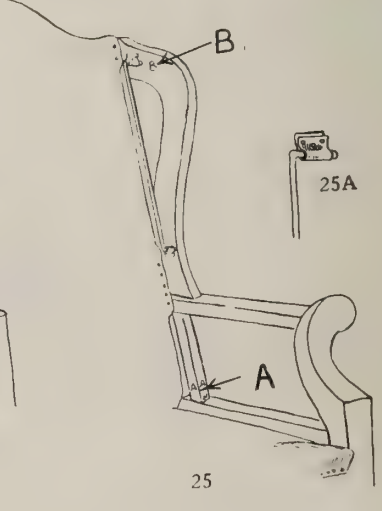

20A


21


21A


22


23



25

# Upholstering

# The Next Step is Building up the Edge and Placing the Hair

The next step, following the appearance of the chair in Fig. 16, (See November issue p.55) is to provide the top edge of the back with a roll similar to the edge or nosing which has been placed on the front of the seat, described in earlier paragraphs. This edging is built up something like the nosing illustrated in Figs. 8A, 8B, 8C and 8D, (See November issue also) and is really a nosing, in that it is built up on the frame of the chair and is not sewn in the spring canvas. The flannel for this nosing is backtacked on the top edge of the chair, as described for Fig. 8.

It is filled to a compact consistency with hair, tacked into position and stitched to form the shape indicated in Fig. 20 and in cross-section in Fig. 20A. The reason for back-tacking the flannel which forms the nosing on the edge of the top rail is that allowance is thus automatically made for the swell of the curve, and fullness is disposed of.

The next step is the laying on of the hair covering, which may be done in either of two ways: by the bridling method, shown in Fig 17A, and by the stitching method, shown in Fig. 17B. The bridling method consists, as will be observed in the figure mentioned, 17A, in having long stitches of twine caught at intervals in the canvas, at a distance of about six inches from the outside edges of the back, also criss-crossed across the back.

### Placing the Hair

The hair, already picked out so as to be free from lumps, is inserted beneath the twines in a compact mass, and woven together during the insertion by manipulating the fingers.. (See Fig. 17C.) Over this another smooth layer of hair is worked into the first coating, so that the entire mass will be of the same thickness and consistency, after which a covering of muslin is drawn over and slip-tacked into position, as Fig. 18.

The other method of placing the hair, indicated in Fig. 17B, does away with the bridling twines. The hair is laid on the back to the required thickness and stitched through the canvas by long stitches which prevent the hair from slipping out of place. The softer the upholstering, the greater the necessity of the twines, which hold the first layers of hair in place, independent of the coverings.

After the muslin has been slip-tacked all around, as indicated in Fig. 18, it is again very carefully and permanently tacked, covering the wood frame of the chair if it is to be shown for display in muslin, but not necessarily so carefully covered if it is to be sold in the cover.

Fig. 21 shows a vertical cross-section of the back as completed in the muslin.

### Another Method

There is another way of upholstering, without springs, the back of the chair we are describing. In such a case, four or five rows of webbing are attached to the face of the back, and a stout canvas is stretched over the webbing. The webbing should not be stretched to its utmost possibility, but should be allowed to retain a certain amount of its natural elasticity, permitting the back to give slightly under pressure, without creating an unsightly bulge at the outside back of the chair.

After the canvas is attached the chair is upholstered in the same way as described in connection with Figs. 17A, 17B, 17C, and 18. This gives the appearance of the chair now shown in Fig. 22.

The next step in the upholstering of this chair is the treatment of the arms, which must be canvassed, as indicated in Fig. 23. Some support, however, must be provided for the back edge of the canvas so that, between the upholstering of the arm and that of the back, a crevice will be left through which the back edge of the arm covering may be drawn.

This support may be provided in either of two ways; by tacking a wire, as shown at "B" in Fig. 25, or a block, as shown at "A" in the same diagram. The method of attaching the wire is shown in enlarged detail in Fig. 25A. Where the wire is used the canvas is passed around and sewn with long stitches while the balance of the canvas is tacked in the regular way.

# Period Furniture



*Above—A Commode of Louis XV period with rocaille decorations, Chinese design and pieds de biche.*

*Below—Lightly upholstered Louis Quinze chairs illustrating the characteristic unbalanced, but harmonizing, designs of this Period and Cabriolle leg.*



## Period Furniture

# Characteristic Features of Louis XV Period

Louis XV furniture is divided into two periods—the Regency—when Philippe de Bourbon, or Philip of Orleans acted as regent for eight years—and Louis Quinze proper. It was due to Philip that a great change of style took place in the first instance. He apparently took the greatest delight in changing traditions and establishing an era of luxury and extravagence. Frivolity, gaiety and luxury were adopted in place of formality and dignity. The style of Louis XV was the cultivation of the curvilinear, and abondoning the straight and rectangular lines, it being argued that there were no straight lines in the human, particularly the female form, which in those days above all was regarded as the ideal of beauty. It may be safe to say the style was more or less effeminate. Comtesse du Barry and Madame de Pompadour, great favorites of Louis, and who exercised a great influence over him were responsible in a very large measure for creating the style.

### Rocaille Predominant

The dominant decorative motif was the rococo or rocaille, a term applied to rock, ribbon, lace, flowers, hanging baskets, broken shell, the twisted acanthus, the endive and the flowing scroll, represented in their natural state in bronze, plate or china, and serving as a base for a clock or centrepiece for a table. Caffiere, the master metal-worker introduced the endive or celery motif to supplant the classic acanthus. The lack of precise balance in the use of ornaments is a distinguishing feature of this period. The idea of having the design on both sides alike of a given centre were abondoned, and though the details were different, the effect of balance was retained by a skilful arrangement ot unlike sections. Ornamental details of this nature was used lavishly in interior woodwork—on cornice, wainscot, mantal, door and window casing, and panel and picture frame. Plain surfaces were avoided, everything being profusely oramental, chiefly with elaborate mounts of bronze and ormolu, as well as carving.

The woods and materials used in this period were oak, walnut, chestnut cherry, rosewood for inlay, and mahogany, chinese lacquer, varnish, silk, velvet, tapestry and some cane. The use of lacquer or varnishes applied to cabinet work, the former a transparent lac varnish, and worked largely in that beautiful green varnish, powdered with gold, which is now generally known as "Vernis-Martin"—used as backgound or field.

Pieces of furniture made were chests, tables, consoles, chairs, sofas, and a great variety of small cabinets and boudoir pieces; also fire screens.

The essential features of panelled furniture, such as wardrobes, sideboards, commodes and secretarys are a framework of jambs and traverses supporting their panels slipped into grooves, and closed either by doors, by drawers or by flaps. The commode is the most characteristic of this period.

Tables were made in all varieties and there were many kinds of tables made, each for a set purpose, but they all have one characteristic—the lines of their legs, which are invariably of the pied-de-biche type (legs of hind, deer, roe). Large tables were few, such as the dining tables, which tables were either round or oval. Nearly all tables, however, generally speaking, were made small. The medium sized and small tables were for every sort of purpose, drawing room, boudoir, or bedroom. They were round, rectangular canted, with and without drawers; their friezes are carved or moulded, sometimes straight, but more often with curves of contrary flexture or festoons. An edge is run round many of them, giving a shallow basin like appearance. Then there are card tables, ladies' bureaux, work-tables, dressing tables, writing-flaps, etc.

The chairs of this period suggest portability, comfort, ease and luxury. These again were made to fit in with other pieces of furniture and also for satisfying the desires of the mind and body. Curved slopes were in vogue, hardly an angle appearing in the chair-frames; the legs are always curved; the back, save in the case of a very comfortable bergere chair, in which one could sleep, was low. Nearly all backs were more or less "fiddleback"—that is to say, slightly contracted about half-way up. Writing-table chairs had low backs and sometimes were made to revolve on pivots. The bergere chair was a wide, low, deep arm-chair, very capacious. It had solid sides, movable cushions on the seat, padded arm-rests, and was softly upholstered with beautiful designs.

In this period is to be noted the absence of underbracings. The frames of chairs were nearly always gilded in every part or painted in the most delicate tones of white, cream, blue or green and touched up with gold. The coverings were of figured silk, chiefly from Lyons, brocades, choice embroideries of tapestry from Gobelins. The same may be said of the settees or sofas. These were invariably upholstered in soft material for comfort and sleep and most beautifully decorated with floral paintings and scenes.

Female figures, used as decorations for mounts were sometimes covered and often not. The execution of this work was done in a superb manner by Oeben a pupil of Boulle's. Summing up, therefore, the Louis XV style is not remarkable for lofty aspirations of earnest endeavor, but in everything the satisfaction of the senses was placed before the cultivation of the intellect.

# Baby Fnrniture For Christmas!

## *Do We Overlook, Sometimes, His Majesty the Baby?—His Needs Often Take Precedence Over Those of His Parents*

By L. G. H.

Do furniture retailers realize the fertile field which lies all about them in the possibility of supplying the children of their community with such furniture as may be absolutely necessary and pleasantly desirable?

Once in a while we see an advertisement or a window display of cribs, high chairs, or baby carriages, but as a rule it is taken for granted that people who want anything in this line will come and inquire for it. As a matter of fact, suggestive salesmanship is as valuable in this connection as elsewhere, and there is no better time of the year for promoting such business than now.

### Approaching Their First Birthday

During the past year, many tiny babies have arrived in as many respective homes. Often these little people are given an improvised bed in the form of a large, decorated basket, or even put to sleep in a big bed. Now, however, most of them will have grown enough to begin to move about, to say nothing of having outgrown the confines of the ordinary basket or basinette. So it is the time of times to present cribs with their high, protecting sides and roomy comfort. With the cribs will go mattresses.

For the children who are still very young, the crib will be in order as well, for mothers will be quick to realize that with the coming of warm weather their babies will be more comfortable in a bed of their own to which they will grow accustomed.

### A Child's Bedroom

One retail establishment recently made a very attractive window display by trimming the window like a child's bedroom. There was a white crib made up with pillows and a dainty spread; there was a white chiffonier with a couple of partly opened drawers with garments showing; there was a nursery chair of wicker with a rubber cushion to insure comfort; a high chair adjustable to different heights; a screen to shut off draughts and light; a utility box for underwear; a low table and a rocking chair for the mother; and a little rack to hang clothing on to air before the fire. There were suitable pictures on the walls, toys scattered about, and a couple of large, natural-looking dolls dressed up to take the part of the babies in the case.

### This Window Sold Goods

This window sold goods. Many a mother at once saw what a comfort it would be to have one or more of these furnishings to eke out her own equipment. As one mother recently said, "I do not know what we shall do now that baby has come. Her belongings overflow into every room. We shall surely have to get a utility box for her toys and a chiffonier or dresser for her things."

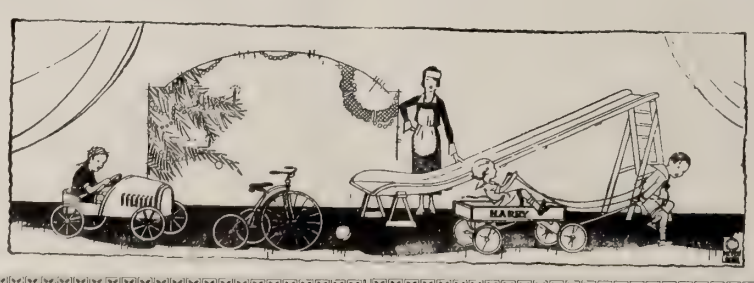
If the white painted woodenware does not appeal, the bird's eye maple is excellent, and has the advantage of retaining its beauty indefinitely if taken care of.

### Reach out by Letter

A good way to stimulate this trade is to get a list from the Birth Registration office, of all little people of two years or under, and mail to the mothers of each of these children, a letter specially prepared for the purpose, suggesting that they come in and see your complete offerings in the way of cribs, baby carriages, etc., etc. Give some idea of prices on these for the price cuts a great deal of ice with many people.

### When Spring Comes

As soon as mothers are able to get out with their children in the spring, wheeled vehicles for them is a necessity, and some who have done with old carriages and go carts will now need something new and pleasing for spring and summer use. Show what you have and talk about it. Parents will themselves go without what they actually need, in order to heap some luxury upon their children. They really enjoy doing this more than in having themselves.



# Conditions in the Furniture Trade in and Around Quebec City

## No Manufacturing, but a Very High Standard of Retail Merchandising That Has Been Built Upon a Solid Foundation of Long Experience, Service and Quality Goods

The furniture trade in so far as it refers to the city and district of Quebec continues normal as regards the purchasing and sales policies. There are no furniture factories in Quebec. The only two that did exist up to some 30 years ago died with their founders, S. Drum and Philippe Valier, and to-day the only factories east of Montreal are located at Victoriaville and Beauharnois which do not specialize in high class goods. There is, however, a very large retail trade, with one wholesale firm doing business at Quebec, and among the leading dealers of the province—the firm of P. T. Legare Co., Ltd., with its sample room in the firm's large warehouse on St. Paul Street, storage warehouse on St. Roch Street and large retail store on St. Joseph Street, the latter in charge of a separate management.

The Paquet Departmental Store, St. Joseph Street, the largest of its kind east of Montreal, deals extensively in the sale of retail furniture, with two large apartments on the sixth storey of its spacious building specially given over to furniture. The third firm of importance in the retail trade is Messrs. Marceau & Fils, also located on St. Joseph Street; and next in line is the retail store conducted by Mr. H. Duclos, successor to the Crown Furniture Company, located on Crowan Street. Probably the next in order of importance are: J. A. Cantin, St. Joseph Street; Zeombrowski Freres, St. Francois Street; David S. Hickaby and Turner Bros., St. John Street.

### No one Pessimistic

In a series of interviews with the principals of these firms, they all make the same statement regarding the furniture retail trade as it applies to the city and district of Quebec, and it is pleasing to note that not one of the dealers in discussing the trade situation was in the least pessimistic.

It is very noticeable that while those engaged in the Quebec furniture retail trade are gentlemen of decided enterprise and good business acumen, they do not give special attention to the method of selling by means of model rooms. They all carry large and well assorted stocks of furniture from the cheap to the higher grades, which are crowded into every available space, and when a customer enters their store he has to inspect the goods as they are, without any effort of the seller to enhance the vision of the customer as to the beauty of the article, or set, by a special model room display such as is adopted in other cities.

### Both Wholesale and Retail

The firm of P. T. Legare Limited, of which Mr. J. H. Fortier, president of the Province of Quebec Manufacturers Association and vice-president of the Dominion Manufacturers Association, is the active partner, and Mr. T. C. Falardeau, the general manager of the furniture branch of the firm's business, carries on a wholesale as well as a retail trade. This firm in the course of a few months, will move into a large building on St. Joseph Street for the accommodation of their retail trade. They carry a heavy stock of furniture goods of all grades in two warerooms and maintain, besides, a separate stock room. The retail store, four storeys in height, is managed by Mr. Genest; the new premises to be shortly occupied are six storeys in height with a floor space of 8,000 square feet to each floor. It is likely that when the firm moves into this new store they will adopt the idea of model rooms to display their furniture to better advantage.

This firm turns over an annual business of $1,500,000 in their retail and wholesale departments combined. Mr. Falardeau, in an interview with a Furniture World representaive, said they purchased their goods, with small exceptions, from Victoriaville and Beauharnois factories and from Ontario. He said that business was good and they anticipated an increased trade in the future, as the farmers in the Province of Quebec were beginning to take more interest in well furnished homes. This was due to the better education of the present generation, their frequent visits to the city and well furnished homes of their friends whom they were desirous of emulating. Mr. Falardeau explained that they had travellers out all over the Province, and were selling in every section of the Province, with a large and profitable field in the Lake St. John and Sagueny districts, as well as east of Quebec on the south shore to Gaspe and the northern coast to Labrador. Their system of selling was cash in the cities but they had to sell on credit to the farmers in the country. He said, further, that the French-Canadian farmers these days were well posted on the prices of all commodities.

### Country Sales on Credit

"We sell our furniture in the city 60 per cent of sales for cash, while in the country our sales are mostly all credit. Our system to meet these conditions" said Mr. Falardeau, "is to add 7 per cent interest" and an additional 1½ per cent to cover the cost of collection. It often happens that when the farmer realizes that he is paying more on interest, than the interest he is receiving for his investments, he comes to the conclusion that by buying on credit he is getting the worst of the bargain.

### The Paquet Co., Ltd.

The Paquet Co., Ltd., the largest departmental store east of Quebec, does a large business in the furniture line. The show rooms are situated on the 6th floor of the building and divided into two compartments, each of which have a dimension of 110 x 40 feet. One contains dining room and office furniture together with samples of cheap furniture while the other apartment is a sample room for bedroom and parlor furniture in sets and separate pieces. This firm is building a large storage warehouse and a workshop for repairing and upholstering. Mr. Rheaume, the manager in charge, discussing the

business system and methods of selling, said the firm kept no books apart from stock books and all transactions were cash. He said the firm purchased all supplies from Ontario furniture factories and wished the prices would only come down so he could double his business. The Paquet firm have no model rooms to display their goods in sets. The goods are all mixed together with, however, ample space for customers to inspect and choose their intending purchases. Mr. Rheaume said that their largest sale business was done in the city of Quebec but they had a clientele from the surrounding country districts and he found the farmers very keen these days to properly furnish the home dwellings. He was pleased to admit that the manufacturers had brought down their prices for medium class goods.

### Marceau and Fils

This firm conducts business in large four storey premises on St. Joseph Street, but deals in every variety of Ontario manufactured furniture. They have a spacious and excellent sample and show room on the street floor of their building. Mr. Marceau is a man of good business vision who carries on conservatively. He not only sells to city customers but to farmers situated in the Lake St. John district and the Eastern Townships. Besides cash transactions, he sells on credit and has little or no trouble with collections. Speaking of annual turnover Mr. Marceau said it amounted approximately to $200,000 and that he constantly carried a stock to the value of from sixty to seventy thousand dollars. Like the other dealers mentioned Mr. Marceau regretted the present high prices. However he was not complaining, but would like to see the prices of cheap and higher-priced furniture come down. The Marceau & Fils show room on the street floor is 180 x 30 feet, the upper floors devoted to goods having the same dimensions.

### Turner Brothers

The business carried on by Turner Bros., on St. John Street is 75 per cent credit. The stock is composed of the cheaper and medium class of manufactured furniture. They do a large business with the working classes and complain that of late sales have fallen off on account of the cost of cheap furniture. This firm make no display. They carry an ordinary stock and apart from their sample room keep their stock on the upper floor of the four storey building they occupy.

# Distinctive Characteristics of Furniture Stores in Montreal and Quebec

In visiting the furniture stores and departments in Montreal and Quebec, one is struck with the distinctive characteristics of the various establishments. They naturally vary according to the district, class of trade done, commercial instincts of the proprietors, capital resources, and a number of other circumstances. Some stores are admirably arranged, without any special effort to impress with luxurious surroundings; in others there is apparently a lack of system in displaying the goods; while in others the management go to great lengths in making the stores as attractive as possible, in the way of buildings, personal service, and efficient methods of merchandising.

As retailers know, price is a very strong factor in the selling of goods, but buyers are naturally prone to do their shopping in stores which are beautiful in their setting, where there is a minimum of trouble in being shown the goods and where there is promptness in the delivery of those goods after being purchased. The general appearance of a store has an unconscious influence on prospects—any signs of dust on the furniture, a delay in finding the article desired to be inspected, in fact any indication that the store is not conducted on principles which make for service is likely to adversely affect the attitude of possible buyers.

In certain directions a great deal can be done to improve the appearance of and comfort of furniture stores. Many are admirable in almost every way, but in others there is something lacking. Either there is a poor system in arranging the goods, or the lighting is defective, or the windows have little value in the way of advertising. The departmental stores have learned the lesson of presenting their goods in an attractive manner, and amid surroundings which appeal to the senses. It does not follow that the methods of these departments and of the very large furniture stores are applicable to every furniture store—what would suit a big departmental store would be out of place in stores differently situated as to location and customers—but the ideas embodied in the display of the goods can be modified in accordance with individual cases.

## A Useful Formula for Cleaning Real Leather

The finish on the finest kind of leather that goes on furniture can be ruined by the use of varnishes or furniture polishes, most of which contain solvents that will penetrate the finish of the leather and cause it to become soft and sticky. When you buy leather furniture from your manufacturer, it would be well to insist on a guarantee that the surface coat has a linseed oil finish. What is known as a straight "dope" leather has an offensive odor to begin with and will become sticky in a comparatively short time, especially during hot weather.

We suggest the following formula for cleaning upholstery leather: use nothing but castile soap and water; apply a damp (not wet) cloth to the soap and rub the surface of the leather briskly; next apply a moist cloth without soap; finish by rubbing dry with a clean soft cloth.

# Salesmanship

## Requirements Vary With Localities and Conditions. Salesman Can Give Customers Valuable Advice Regarding Furnishing Their Homes With Good Judgment and Taste

By a Montreal Sales Manager

Salesmanship in a retail furniture store, especially in one which makes a feature of complete house furnishing, is of an essentially different character from that required in almost any other class of retail trade. I believe that it demands more all-round efficiency. A salesman in a dry goods, gent's furnishing, or boot store has a comparatively easy task when contrasted with that of the salesman in a furniture store. In the one case customers have a fairly clear idea of their requirements; in the other the salesman has to act to a great extent in an advisory capacity, far more than in the majority of retail stores. Some people, of course, have definite ideas as to their wants, but in many cases the customers rely upon the salesman's judgment as to the furniture suitable for various rooms, color schemes, draperies, and decorations. This is the opportunity for an efficient salesman to give real service to customers, and to build a foundation for that confidence which means present and future business.

### Come With Suggestions

Sometimes buyers will come with suggestions for furnishing based on plans published in the popular magazines. These show complete rooms and certain arrangements of furniture which look very attractive. The customers, however, do not take into account that such plans may be quite unsuitable to their homes, owing to considerations of size and space. This makes it sometimes difficult for the salesman to convince the customers that the weights and sizes of particular pieces of furniture make them unsuitable for given homes. It is the function of the salesman to lead the buyers along lines which make for well balanced furnishing, always bearing in mind the question of cost. Having ascertained the approximate amount available a salesman should be able to give advice which will result in securing business and making a satisfied customer.

### Price and Values

Occasionally I have been up against the question of price in relation to values. I have been told that goods could be obtained at considerably less than the sum quoted. A little inquiry however, brought out the fact that the furniture, although apparently the same to the inexperienced eye, was different both as to wood and make. For instance, gumwood will take the same grain and polish as walnut, and a buyer can easily mistake one for the other. If an explanation of the relative values of these woods is given, customers are generally satisfied on such a point.

A salesman who knows his business can give val uable advice to those who contemplate building. Take the placing of radiators under windows, which has a bearing on window hangings. Radiators are sometimes put in positions under windows which interfere with the hangings. Advice on this point will be appreciated. I find that much more attention is being paid to the arrangement of the lighting in the better class of homes. It is being recognized that the lighting should be of a character to tone and blend the colors. Lights are now being placed on the walls in preference to a central position in the room.

There is. I believe, a great need for the younger generation to be taught the principle involved in furnishing homes with judgment and taste. I suggest that the primary and high schools should provide a certain amount of elementary instruction looking to the creation of homes based on good taste. Such instruction would bear fruit in later years and build up Canadian homes of a brighter and more cheerful character. Expensive furniture is not necessarily beautiful, and homes can be furnished with simplicity and taste at a cost which is not prohibitive. We want to develop the instincts of our children along artistic lines in relation to the home. I also suggest a course of lectures on how to furnish houses, outlining the principles of harmonizing the furniture and the color scheme and explaining how homes can be well planned and furnished at a moderate cost. Such a course should be of interest to the women, who spend the greater part of their time indoors, and have the chief say in purchasing the furniture.

### More Artistic Furniture

Our designers and manufacturers can co-operate by putting on to the market furniture of a more artistic character at a price which will enable a large number of buyers to acquire it. In my opinion, there is a field for such goods. Manufacturers naturally produce furniture for which they believe there is a demand, but it must not be overlooked that the taste of the public is largely influenced by the furniture which is on the market, and that Fashion, dictated by the designers, has a strong bearing on the goods which will sell. Artistic furniture at a moderate price will, I think, find ready buyers.

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## Why do Buyers Prefer Departmental Stores? Do They?

Why do so many people purchase furniture from the departmental stores? The managers of these depratments have no monoply of brains, experience, or knowledge, nor have the departmental stores the exclusive selling rights of good furniture. While extensive advertising may account for something, yet it does not tell the whole story. May not one very vital reason be that the window displays are usually very good, that the furniture is set out in a manner which is alluring, and that there is an atmosphere of comfort and even beauty which is often lacking in many ordinary furniture stores? Wherever they shop, people want value for their money and they want service, but other things being equal, they prefer to do their business under conditions

which are pleasing. Beautiful furniture requires an adequate setting if it is to be seen to the advantage that it deserves.

Do you give consideration to possible improvements in the appearance of the store? Can the lighting be made better, or the arrangement of your goods be altered to show them more efficiently? Do you make the most of your window space? These and similar matters are worth more than a passing thought in that they have a material bearing on your turnover. Probably a little thought on such questions may lead to a more comfortable and a brighter store.

But attractive stores are not everything—in fact they only form a link in the chain that constitutes good merchandising. It is essential that the salesmen should be well informed concerning the goods they try to sell. An incident which recently occurred in a large Montreal departmental store illustrates how deficient some salesmen are in the matter of knowing their goods. A lady who was inquiring as to a dressing table was informed that there was a difference of $25 between a table with oval mirrors and one with square mirrors. The tables were otherwise identical. She naturally inquired why the difference in value, but could obtain no satisfactory reply. The answers given by the salesman was evasive, and conveyed the impression that he was uninformed as to the furniture he had to sell. Such a lack of knowledge is a certain method of losing business.

## Merely a Hypothetical Example

An article which appeared in our issue of November entitled "What are the items entering into the cost of various pieces of furniture" has raised some comment on account of the very low figures of cost quoted for the various items. It is perfectly true that the figures quoted are very much lower than those obtaining at the present time in Canada, the reason being that this table was extracted from an article which referred to conditions in the United States, early in the year, and the method shown is different from the standard method used by manufacturers; in other words, so far as our argument was concerned, it was a hypothetical case. The article in our November issue was simply designed to demonstrate that a knowledge of the cost of lumber from month to month could not give a retailer an accurate idea of the cost of the finished product in the way of dressers, tables and so on. On account of the numerous other prominent factors also entering into the cost of that article. If we had quoted Canadian figures of cost ruling at the present day, our total would, undoubtedly, have been different, but in all probabilities the percentage of this represented by the different items would have been approximately the same.

## "A General Improvement"

Mr. David Ramsby, of the Toronto Carpet Co., was a recent visitor to Winnipeg, on his return trip East. He stated that while business in the West was not rushing, there is a general improvement, and expects that when returns come in from the crop, there will be better times for everyone.

## A Problem You Can Solve

Here is a problem which our readers can solve for themselves. The incident actually occurred. A gentleman whom we may call Mr. A was buying some goods in the furniture department of a large departmental store when his attention was called by the salesman to some articles which were, he said, to be put on sale next day at $17. each. Mr. A, asked for and was given the assurance that they would not be sold at any lower figure. He purchased one of the articles at the price mentioned. Late the same evening he saw the article advertised at $10. Naturally he was irritated at what he assumed was the bad faith of the salesman. On going to the store the following day the salesman admitted that the goods were the same, but said he was ignorant of the fact that they were to be put on sale at such a low price. What would you do in such circumstances? Would you have given a rebate and kept a customer, or followed the example of the store and lost one?

## Congratulations!

Mr. Wm. B. Banfield, only son of Mr. J. A. Banfield, the well known Winnipeg furniture wholesaler and retailer, was married on the 30th September, to Miss Marguerita L. Wetmore, daughter of Mr. and Mrs. W. R. Wetmore, of Winnipeg, at St. Lukes



Mr. W. B. Banfield

Church, Winnipeg. The happy couple spent their honeymoon at Minneapolis. Mr. Banfield is taking an active part in the firm of J. A. Banfield. The Furniture World extend hearty congratulations to the young couple.

G. W. Beddoe, general manager of the Congoleum Co. of Canada, has just spent a week in Winnipeg, on a business trip.

R. E. Ford, of the R. E. Ford Co. Ltd., importers, of Vancouver, has just passed through Winnipeg on his way East.

Mr. F. G. Roberts, a well known furniture dealer and undertaker has recently purchased the business of Thos. Dyer, Stayner, Ont., and is now operating a fine retail furniture store as well as a funeral service department.

# The "Call of the East" Why not an Oriental Touch?

***It has been Proven this feature may be Capitalized for Merchandising Purposes and will Draw People to a Store***

***Good Christmas Feature with Possibilities of Permanent Usefulness***

Furniture stores that carry ornamental lines, art draperies, fancy rugs, etc., have the opportunity of arranging a particularly attractive and novel gift department for Christmas. A great many of such lines—and, generally speaking the very choicest—are the products of Eastern Countries. Oriental craftsmanship has a charm all its own. It may be imitated in the West, but cannot be reproduced, and its very uniqueness makes it most desirable in the eyes of us Westerners, especially when it comes to selecting gifts for Christmas.

### "A Street in Cairo"

The display manager of an English house, (Bon Marche, Gloucester), writing in the "Merchants Record and Show Window," tells how his concern made a very successful feature of an "Oriental Bazaar" at Christmas time last year. This exhibition was advertised as a "Street in Cairo" and took in the entire basement of the store, which was treated with a natural Oriental atmosphere to lend color to the merchandise on display; here on either side of the "street" were separated spaces devoted to the sale of curios. One could buy brass from Damascus, embroidery from Persia and India, also hundreds of typical Oriental novelties, any of which would make unusual and acceptable Christmas gifts.

Right in the midst of the "bazaars" was located the "Oriental Cafe" where one could pass a restful half-hour enjoying real Turkish coffee and scented cigarettes amidst surroundings that were appropriately luxurious, and listen to the weird music of native musicians.

It would be hard to imagine a feature in store treatment that would lend itself to more attractive treatment, or would have greater curiosity-arousing possibilities with the average woman customer—or man for that matter—than an Oriental department such as has been described. It would be particularly effective at Christmas, no doubt, but indeed as a permanent proposition it would add a touch of interest, an element of romance, to a furniture store that would help to make it a "place to visit."

### Oriental Fabrics

The side lines forming this department would, for the most part, be fabrics, ranging from the magnificent Turkey and Persian carpets, to the lightest delicate curtains of India—goods which can be appropriately—and are—carried in furniture stores.

The products of Persian looms have been known to last for centuries and very cleverly do some of the native weavers repair old carpets and rugs before shipping them to Western countries. Among them are often found great treasures which have seen service in temples as prayer rugs.

Kashmir embroidery and curtains are much in demand in this department, as are also Indian printed curtains, table covers, squares and bedspreads.

Then there are wood anl lacquer novelties from Japan. The remarkable beauty of the Japanese lacquer finishes makes their products unique. No Western factory can produce the same effects and very few have attempted to place on the market the variety of wares for home use and household decoration.

### Pearl Inlaid Furniture

Equally attractive is the Damascus and Turkish pearl inlaid furniture, including coffee tables, supplemented by Benares brass vases, trays and bowls. Japanese reed and bead curtains, split bamboo blinds, dainty sunshades and tent umbrellas for the garden also serve to add a touch of color and general attractiveness to the Oriental Department.

Besides the lines mentioned above, there are the china and metal wares, of which the East furnishes such beautiful examples, and which can be, appropriately enough, carried in a furniture store. Customers will expect to see potteries from China, Japan, Persia and Bombay.

Other Oriental lines include Indian metal goods, such as brass bowls and vases, antimony ware novelties, charming photo frames and toilet table sundries; ivory goods and the magnificent inlaid sword guards which are the delight of the connoisseur.

The possibilities of an Oriental Department will immediately appeal to the ad. man and the display manager. It should form a successful innovation in any furniture store catering to a fairly high class trade.



*A Section of the Display Window of the Overland House Furnishers, Winnipeg, taken specially for Furniture World. This company's show window measures about fifty feet in width. It is large enough to allow of the display of three distinct suites. Part of only two shown in pictnre.*



*Attractive Living Room in the Home of W. H. Reynolds, 285 Academy Road, Winnipeg—The Oval Back Walnut chair by the window is part of a Suite of Furniture that took first prize at the Toronto Exhibition about 65 years ago.*

*Oriental Rugs*

# The Romantic Story of Oriental Rugs

## An Art Beyond the Skill of Modern Machinery to Reproduce

There are certain products of ancient handicraft which modernity can never supersede with its mechanical methods and volume output. Of these, one of the most notable examples is the oriental rug. For long centuries it has been made by the same hand methods, and the resources of invention have never been able to produce an article equal in quality in any other way.

Connoisseurs in every civilized country in the world have laid eager hands upon the antique specimens of this product of Eastern art, so that to-day they are very rare and highly prized. But the Easterners continue to manufacture rugs by the same methods and after the same designs as their forefathers, and the rugs that are now being made still exhibit that perfection of workmanship and beauty of design which have always been the marvel of the western world.

In Canada, as elsewhere, lovers of beauty appreciate the qualities of the Oriental rugs and there has been a considerable demand for them in the homes of the country. There is one large importing concern in Canada, which has direct connection with the sources of supply and has its own houses in the rug-making cities of the Orient. This is the firm of Babayan's, Limited, of Toronto, established in Canada since the year 1876. A representative of "Furniture World" recently interviewed Mr. Babayan and got a most interesting outline of the present situation with regard to the production of these goods and a brief story of their manufacture. Here it is, in brief:—

### Rug Making in Persia

The best specimens of oriental rugs come from Persia. The chief centres of their manufacture in that country are the cities of Hamadan, Sultanabad, Meshhed and Karman, from which latter district come the Karmanshah rugs, famous for their delicate colorings. Persia is renowned for its antique rugs, and some of the most prized specimens in the British and continental museums are of the Persian weave, such as antique Ispahans and the famous Ardebil Mosque carpet.

While Persia did not take part in the great war, it has felt the effects thereof very severely, with serious results to the rug manufacturing industry. Starvation has wiped out a great many of the villages whose populations had been devoted to this work, and the activities of the industry have been reduced to about one-fourth what they were before the war. The production of fine Persian rugs has thus been greatly lessened, in spite of the continued demand for them both on this continent and in Europe. It may seem somewhat of an anomaly to point out at the same time that prices have dropped 50 per cent below the 1920 level. This, however, has been due to the depreciation of the Persian currency (the Kran). Wages and production costs have not decreased, but on the contrary are on the uptrend, as a result of the continued demand and the large number of American and European rug buyers who are visiting the markets of Persia. Despite these conditions, a large supply of high grade rugs is still being brought into Canada by large importers with local connections.

### Curtailment of Turkish Rug Manufacture

In addition to the fine Persian product, there are a great many different makes of rugs produced in Asia Minor, or Anatolia, as it is more properly called. These rugs have a higher nap and are somewhat inferior to the Persian in artistic beauty and coloring, though some of them have equal wearing qualities. On account of the recent trouble in the Near East, particularly the burning of Smyrna and the destruction of a number of villages, which were rug-making centres, the industry in Anatolia, also, has suffered very severely. Under present conditions, it may be a matter of years before these districts are reorganized for the production of Turkish rugs.

Another famous type of Oriental rug is the Caucasian weave, which is manufactured in

# Oriental Rugs





From L. Babayan's Private Collection

*Left—Hamadan Mousoul Rug, of the Persian weave, with camel's hair centre, in rich brown.*

*Right—Mongolian Chinese Rug.*

# Oriental Rugs

Transcaucasia, the cities of Tiflis, Karabagh and Geneje being the chief centres. The most widely-known product of these districts is the Kazak rugs, which are noted for the richness of their colorings and their distinctive geometrical designs. Since the war a large number of these Kazak rugs have been imported into Europe and this continent and sold at relatively low prices. This was not due to a surplus production, or falling off in demand. In searching for the cause, we get back to that source of many strange and seemingly unaccountable happenings, the Russian Bolsheviki, who, in this instance, seized the rugs (or stole them) and sold them very cheaply. This spurious source of supply is now, however, exhausted, and it is understood that the Soviet Government has placed a very heavy export tax on these rugs, which is expected to increase the price of the Kazak and other Caucasian weaves 50 per cent.

### East India Rugs

East India, also, has rug-making centres of importance, such as Kashmir and Calcutta. Some very fine specimens of the oriental product are manufactured in these districts, though the rug-buying public of Canada have not favored these makes as much as the Persian, except in the very finest qualities of the Indian handicraft, which are just as costly as the Persian. Some of the Indian specimens produced to-day are excellent copies of the Persian designs and have a very firm and close back and good wearing qualities.

### Chinese Rugs in Growing Favor

During the last ten years Chinese rugs have found a ready market throughout Canada and the demand for them has been gradually increasing. The Chinese article has found favor on account of its beautiful blue and gold colorings. It has a plain background with very little design in the centre.

There has been a considerable quantity of poorer grade Chinese rugs finding entrance into Canada recently, which are called "market goods," and which are not satisfactory as regards wear. The best quality rugs produced in China are the fine antique Mongolian weaves which are imported from Northern China and have excellent qualities as to wear and fastness of colors. This grade of rug is made from the best grade of Manchurian wool. It is being imported into Canada by Mr. Babayan, and they are supposed to give as good wear as a Persian or Turkish rug with the fast indigo blues.

### Craft Centuries Old

The craft of making oriental rugs—whether Persian, Turkish, Chinese or Indian—is the same to-day as it was centruies ago. All the work is done by hand on a simple, square wooden loom, on which the basis of the rug is first laid down. The design is woven in, strand by strand, each knot being twisted by hand. Each weaver follows some antique design which has been used by his ancestors for, perhaps, hundreds of years. He will introduce some variations but will always stick to the same general design. This adherence to tradition has resulted in the production of a different type of rug in each different district, which is handed down from father to son and does not change with the centuries.

The Persian or Mohammedan tribes are very superstitious and will never finish a rug to a perfectly even shape, as they believe that Allah alone is perfect and that no human hand should attempt to achieve perfection.

### Secret of Vegetable Dyes Closely Guarded

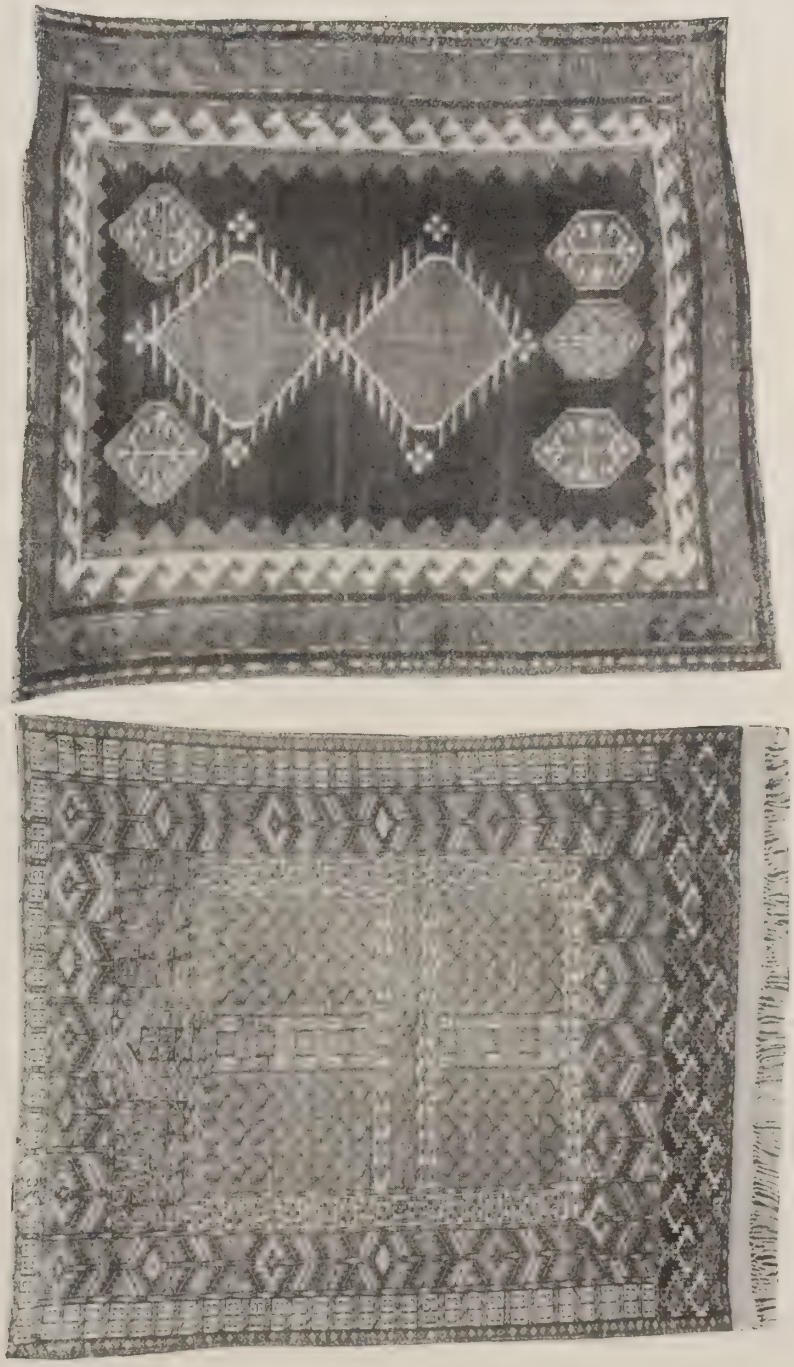
There are now a large number of rug-making establishments in Persia under European or American control, but all the work is done by the same methods that have always been used. Some attempt was made to introduce the use of aniline dyes, but this was speedily put a stop to by the edict of the Shah Nasr Ed Din, the trifling punishment for the violation for which was the cutting off of the culprits hands. Vegetable dyes are used by the natives, the composition of which is kept a profound secret. The wool from which both Persian and Turkish rugs are manufactured is that of the native Angora goat, or Yak. This animal grows a long silky hair, which is sheared twice a year. It is spun by hand and makes a very strong and fine yarn. Afterwards it is placed in earthern tanks into which the vegetable dye is poured, and in order to get just the results that are required in different shades of blue and red, it is necessary to dip the yarn several times, letting it dry each time. Outsiders have sought to learn the secret of the vegetable dyes, but without success.

### Value of rugs

It is not an easy matter to estimate the value of a Persian rug. Each rug has to be judged individually from the delicacy of its colorings and the beauty of its design. Design and coloring come into consideration first, and wearing qualities second. One of the finest Persian weaves is the Keshan, which has about five hundred stitches to the square inch. A 9 ft by 12 ft. specimen of this type will often take as long as two or three years to complete. The representative of the "Furniture World" saw one beautiful Keshan specimen on display at Babayan's, 15 ft. by 10 ft. in size, which is valued at $5,000.

The life of these rugs depends, of course, largely on the way in which they are used, or abused. With care, they may last a hundred years or more.

# Oriental Rugs



From L. Babayan's Private Collection

*Upper - Kazak, Caucasian weave. They are famous for their hard wearing qualities and the rich blues and reds.*

*Lower—Boukhara Rugs, of the Turcoman Nomad weave, in rich wine reds.*

# Prominent Furniture Men of Canada—3.

### H. G. COLEBROOK

Mr. H. G. Colebrook, who has been connected with the Robert Simpson Company, Ltd., Toronto, for the past eleven years, first took up this business in 1898. His early training was received in England, the land of his birth, as an apprentice with the firm of J. J. Allen & Company of Bournemouth. When this firm later opened up a London branch he was moved to their new office. He had already firmly made up his mind to broaden his knowledge of the home furnishings business and enlarge his practical experience by associating himself with as many prominent firms as possible, and that he realized his object is borne out by the number of firms with which he served. On leaving J. J. Allen & Co., he went to the well-established firm of Shoolbred's. After being with them for a while he became associated with the old and well known firm of Hewitson, Milner & Thexton. Still after higher honors he joined the home office of Messrs. Waring & Gillows, of Oxford Street, London, England, and subsequently the firm of Marshall & Snelgrove. He now looked for a wider sphere of work and it came in the shape of an invitation to a position with the prominent New York house of Messrs. W. L. Sloane & Company, with whom he served for five and a half years.

During the whole of Mr. Colebrook's early years he confined himself more particularly to the floor covering and drapery lines, but when with Sloane's he availed himself of a course in interior decorating and



Mr. H. G. Colebrook

harmony in colors under the noted Frank Alvah Parsons. He also, through the whole of his experience, and especially in New York, devoted a considerable portion of his time to the study of furniture and furnishings. After leaving Sloane's he became associated with the Robert Simpson Company, Toronto, first in the department of rugs and then draperies. For the past few years he has been merchandising manager of all home furnishings departments, including furniture, floor coverings, draperies, electric fixtures, wallpapers, pictures, travelling goods, paints and gramaphones. During the last few months Mr. Colebrook has been devoting a part of his time in association with Mr. J. Robb, the manager of the furniture department of the Robert Simpson Co., to the development of a section of this department for somewhat higher grade furniture.

## Reliable Furniture Co

The Reliable Furniture Co., have recently taken over new premises and state they are now in a position to cater to the most particular wants of New Westminster and Fraser Valley patrons. Connection has been made between the corner store which has been operated by Mr. Stanley Ross for many years, and the new premises which, combined, represent a total floor area of 25,000 square feet. New Westminster and Vancouver-made furniture is specially featured by the Reliable Furniture Co., the concern having a permanent staff of skilled employees who are turning out chesterfields and morris chairs the framework of which is all made locally.

## Grand Rapids Jan 4-11

The National Retail Furniture Association of the United States will hold its annual convention in Grand Rapids from January 4 to 11, 1923. It is stated that the largest number of exhibitors that have ever shown their lines at Grand Rapids will be on hand, this being made possible by the new furniture buildings that have recently been opened. The Gilbert Building, opened a year ago, is filled to capacity and the new Rindge building to be opened this year will also be filled. A reduced fare is being arranged for all visiting delegates.

## Factory at Midland

W. D. Patchell of Midland, Ont., a well known furniture manufacturer, has recently opened a factory at Midland for the manufacture of wood specialties of every description in the cabinet and woodworking line. The factory is nicely equipped with all necessary machinery for this work and "business is good" he states.

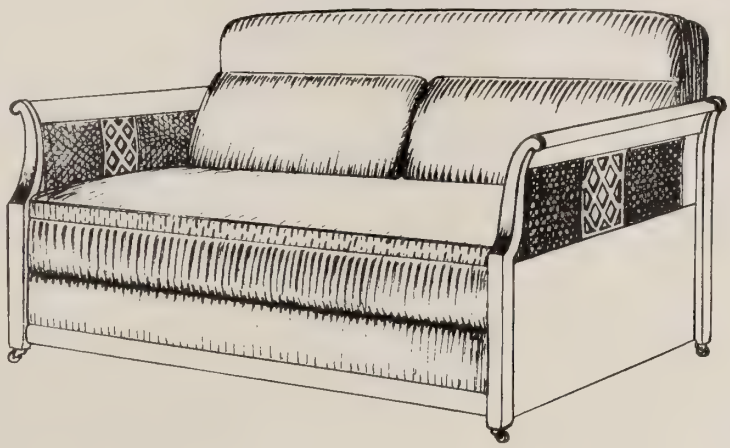
Mrs. Lydia K. Neilson, widow of the late Hugh Neilson, Neilson Furniture Co., Calgary, is dead at the age of 75. Mr. & Mrs. Neilson were formerly of Chatham, Ont.

Mr. C. C. Brooks, manager of the Canadian branch of Waring & Gillows, London, Eng., will, in the early part of the new year, join the Robert Simpson Co., Ltd., Toronto, as manager of the interior decorating and contract department.

### Obituary

It is with regret that we record the death of Mr. A. V. Fiola, late president of Verdun House Furnishing Limited, and at one time alderman for the City of Verdun, Que. He passed away after a short illness, on Saturday November 18, 1922. After engaging in the railway field for some years Mr. Fiola entered the retail furniture business where by sheer hard work and determination he succeeded in building up the successful organization of which he remained the president until his death.

*The Kilgour "Chester-Fold"*



*"The Aristocrat of Chesterfield Beds"*

# *The Age of High Rentals And Chesterfield Beds*

***Economy of Space Combined with Maximum of Utility—Luxurious Comfort Both by Day and Night***

In these days of high rentals, economy of space is a necessary evil, but it is an ill wind that blows nobody good. In this particular case the furniture dealer who has made a specialty of Chesterfield beds finds that business has grown in a very considerable degree. A comfortable bed by night, and an attractive and restful piece of furniture by day, it is something to be desired by many who are unable to afford the luxury of ample space and numerous rooms. As the advantages of Chesterfield beds are more fully realized, also, it is found that they fill a real need exceptionally well.

Another of these attractive articles of furniture has just come on the market—the "Kilgour Chester-Fold"—for which it is claimed that whatever objectionable features folding beds in general may have had they have been eliminated in this latest production. It is described as "the Aristocrat of all Chesterfield beds" having a real Chesterfield construction box spring seat and back, with soft spring edges all around. The seat is lowered to a comfortable height and the pillow cushions embodied in the back give that desired touch of comfort which is seldom found except in high class Chesterfields. When closed the Chester-Fold has no visible signs that it can be converted, with three simple movements, into a bed that cannot be surpassed for comfort and stability.

When opened out as a bed the face covers reverse in such a manner as to leave only the tick covered surface of the mattress exposed. The pillow cushions which added so much to the comfort of the Chesterfield are now turned over to be used as pillows or bolster for the bed. The body of the sleeper rests entirely upon box spring construction. This with the roominess of a full sized double bed, leaves nothing to be desired. The wardrobe box contains ample room for all necessary bedding. The construction is strong and simple.

## The Furniture and Home

The first issue of a peppy little monthly, "The Furniture and Home," has just come to the editor's desk. It is gotten out by the Thomas Furniture Company, of London, Ont., which is noted for its aggressive publicity methods, and will undoubtedly prove an effective advertising medium. A number of the items have, of course, to do with furniture and the furnishing of the home, but there are also snappy bits about subjects in which women are particularly interested —fashion notes, recipes, household hints, etc. One interesting feature is "Ask Tommy." "Tommy," it is stated, is an experienced decorator who knows a whole lot about furnishing homes, and the public is requested to send in any enquiries for information along this line.

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American Walnut Furniture Co., Montreal, has been registered by Aaron Gelfand & (Mrs.) Louis Green.

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Globe Furniture Co., Montreal, recently suffered loss by fire.

# *It Looks Like A Mistake !*

### *If the Furniture Dealer Doesn't Handle a Full Line of Kitchen Furnishings*

"It is a noticeable fact that comparatively few furniture stores carry a full line of kitchen furniture, and those who do don't generally make a strong feature of it," said a retail merchant who wasn't in the furniture business to us recently. "And from the viewpoint of the impartial outsider, it looks like a mistake," he added. Is he right?

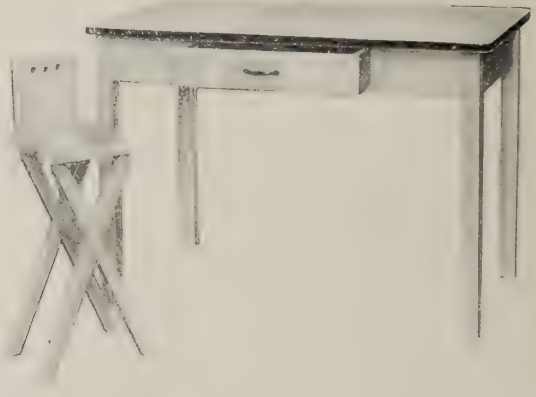
Well, why don't more furniture stores carry kitchen equipment—kitchen cabinets, ranges, racks, rollers, and what not, in addition to chairs and tables? Probably because these don't seem to mix in well with their other lines; set a gas stove beside a chesterfield and both look out of place. The kitchen furniture is not something in which design and art count for very much. The pieces, taken separately, are not particularly attractive to the eye. But that does not mean that they haven't got a strong appeal to the housewife.

The fact of the matter is that the kitchen is second in importance to no other room in the house. It's really the power plant of the whole establishment. The housewife spends the greater part of her waking hours in it, and it's convenience and comfort are really of more importance to her, personally, than the living room, or the dining room. Go house-hunting with a woman and you'll almost invariably find that the kitchen is the place she examines most carefully. Will it be livable in the summer? Is it well laid out? Is the stove convenient to the sink? These are all questions of the utmost moment, and they indicate what an important part the kitchen plays in her daily existence.

For these reasons, we have heard one merchandising expert declare in putting on a furniture sale, the kitchen equipment should be made the pivoting point and the other rooms should take their places accordingly.

A point of importance to remember is that kitchen furniture can be attractively displayed—and can only be attractively displayed—not in separate units, but in a complete arrangement, as it will be used in the home. A window display arranged in the form of a well laid-out and fully equipped kitchen, will just be as attractive to the average woman's eye as a $500 chesterfield suite.





Samples of Kitchen Furniture by Knechtel Kitchen Kabinet Ltd.



IN THE COLISEUM

# TORONTO FURNITURE EXHIBITION

## January 8th—20th

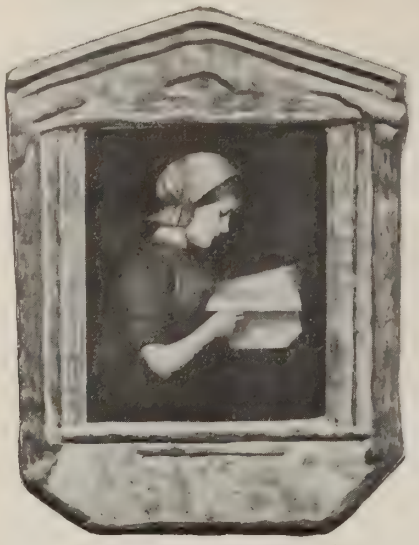
we will have an extensive showing of our productions that will be well worth your while to examine. Kindly accept this invitation to visit us, when you will receive a warm welcome and we are confident you will have an interesting and profitable time.

## *OUR BEST WISHES*

***The heartiest wishes it is possible to express go out from us to the Furniture Trade at this Christmas Season, and may 1923 be one of Prosperity and Happiness for you.***

**THE NORTH AMERICAN FURNITURE CO. LIMITED**
**THE OWEN SOUND CHAIR CO. LIMITED**

**OWEN SOUND, - - ONTARIO**



No. 41907—"The Reading Girl"

We extend to our many customers and the trade generally, our Best Wishes for a

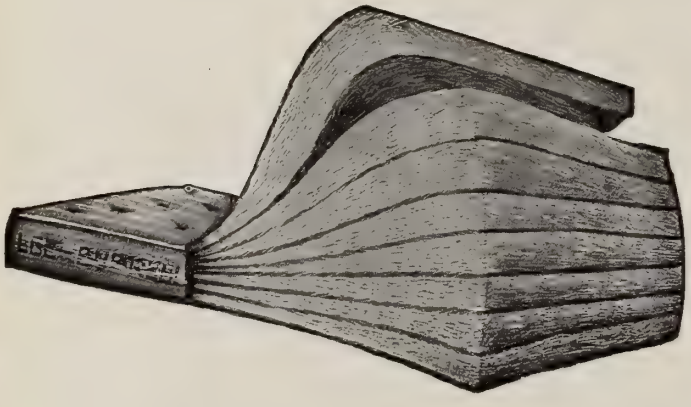
*Happy Christmas*
and a
*Prosperous New Year*

# Phillips Manufacturing Co. Limited

Toronto Canada

THIS CHRISTMAS GIVE PICTURES

# To Thank You and To Wish You Well



*It is a pleasure for us to acknowledge the generous patronage accorded us during 1922 and we sincerely wish you may have a Christmas of Unclouded Cheer and a Happy and Prosperous New Year.*

In maintaining the standard of Quality and Value in our products you may rest assured of our best efforts to make our mattresses a still greater factor in your successful merchandising.

**Standard Bedding Co. - 27-29 Davies Avenue Toronto**

GUARANTEED
GOLD MEDAL
PRODUCTS

We are exhibiting with many others in January at the Coliseum, TORONTO.

We are showing many new and striking designs at close prices, and in GOLD MEDAL Quality.

We hope to have the pleasure of meeting our friends and customers at that time.

We appreciate the increased business we received this year.

***"Christmas and New Year Greetings"***

**Gold Medal Furniture Mfg. Co. Ltd.**
**Gold Medal Bedding Co. Ltd.**
**Gold Medal Radio-Phonograph Corp. Ltd.**

AT THE COLISEUM, TORONTO
January 8-20, 1923

# THIS IS YOUR OPPORTUNITY

To Test the Merits of

# STURGIS BABY CARRIAGES

We will have a choice and comprehensive showing of our extensive line of Baby Carriages.

## The New IMPROVED KANTFALL Flat CURTAIN ROD

which is proving a wonderful seller wherever handled eclipsing anything in this line shown in Canada before, will be displayed.

We shall be glad to have you visit us, where a hearty welcome awaits you and a full opportunity to examine our productions.

*To all a Merry Christmas and a Prosperous New Year*

# Sturgis Baby Carriage Co., Ltd.

345 Sorauren Ave., Toronto

# Quick Action Section

WANTED—Furniture traveller covering Toronto wants additional lines. Now carrying medium line of oak dining room furniture. Write Box 238 Furniture World, Toronto. 12-1

LINE WANTED—Furniture Line wanted on commission for all Ontario or for either Western or Eastern Ontario alone, if the other part of the ground is taken. Two salesmen carrying one line for the same house calling on the Furniture Trade in Ontario want one more line. Every town where there is a furniture dealer covered, as well as the cities. Over fifteen years experience on the ground. Box 240, Furniture World, Toronto. 12-1

FOR SALE—Undertaking business in good town. Over five thousand population. Good farming district. Box 239 Furniture World, Toronto. 12-1

FOR SALE—BARGAIN, HEARSE, Gray, Children's holds casket 5 feet over all. Chevrolet Chassis, body by Wattman, run 445 miles, excellent condition. Photo on request. $1000.00 cash. R. U. Stone, 525 Sherbourne St., Toronto. 12-1

FOR SALE—Beautiful coal black hearse team, 6 and 7 years old, 16½ hands, 2600 lbs. Appy Frank Kilkenny, Bradford, Ontario. 12-1

For Sale—Furniture Store—45 x 100 ft., with stock of furniture. Will be sold without reserve It is a well established business, located on a street car line. Good reasons for selling. Particulars on applying to, J. R. Leduc Cap de la Madeleine, Que. 11-1

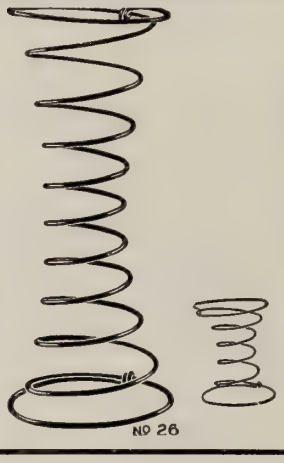

**G. L. IRISH**

**497 and 499 Queen St. W., Toronto**

**Manufacturer**

Will exhibit at the furniture exhibition in January up-to-date lines of framed pictures, mirrors, floor lamps, silk shades, serving trays, polychrome, book ends, candle sticks and statuary. This exhibit will occupy 1100 feet of space upstairs in the West wing. . Many new novelties will be shown.






**UPHOLSTERY SPRINGS**

Highest quality Upholstery Springs, made from the finest grade High Carbon Steel Wire, oil tempered after the coiling operation, thus insuring uniform strength and "No Set." Remember, the quality of your High-Grade Upholstering depends entirely on the quality of the springs you are using.

**HELICAL SPRINGS**

for spring bed and mattress fabrics. Get the habit; buy Canadian Springs.

**James Steele, Limited**

**Guelph, Canada**



# *Christmas Greetings*

WE take this opportunity of extending to you our Best Wishes for a Merry Christmas and a Bright and Prosperous New Year. We thank you for your patronage during 1922 and assure you of our determination to render even better service this Coming Year.

**Don't fail to see our new artistic lines for 1923 in the Coliseum, Toronto, during the Furniture Exhibition, January 8th - 20th.**

## The Queen City Furniture Co., Ltd.

27-53 Vine Ave, West Toronto

See us
at the
Toronto
Furniture
Exhibition




# Our Wish for You

*A Merry Christmas*

*and*

*A Happy New Year*

During this period of rapid changes, and new ideas, it is satisfying to know that the sentiment above, and the sincere wish behind it, has remained unaltered.

## The Canadian Mersereau
Company, Limited

Florence St., Toronto

## Matthews Bros. and Their Representatives

EXTEND TO YOU

*Christmas Greetings*

**MATTHEWS BROS., LIMITED**

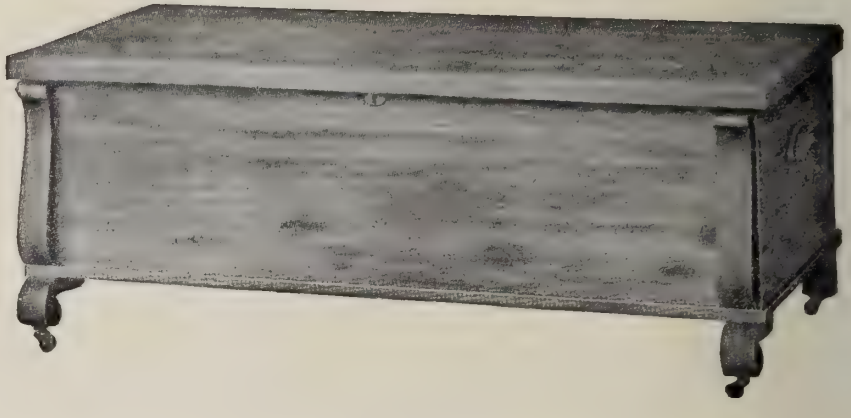
*The big Canadian Moulding House*

1906 Dundas Street West Toronto, Canada

# CEDAR CHESTS

Readily saleable for Christmas Trade with good margin of profit.

Made from the Genuine Tennessee Aromatic Red Cedar.



***Large Stock for immediate shipment. Write us for Catalog and Prices.***

**J. H. Connor & Son, Limited : Ottawa, Ontario**



Have you written about our special gross lot offer?

ALWAYS IN SEASON

PEERLESS FOLDING TABLE

A compact, handy, attractive table that answers many needs and is a brisk seller.

Keep a Peerless where it will be seen; it will bring profitable business.

**Hourd & Co., Limited** Sole Licensees and Manufacturers DEPT. W LONDON

# 1922-1923

*That the Christmas Season be a very Joyful one to you and yours and the New Year brimful of all the good things that make life happy and profitable is the Sincere Wish of*

**Ball Furniture Co., Ltd.**
Hanover - Ontario

## Rishel Sanitary "Ventibestos" Table Mats

**Orders Filled Promptly by Express or Freight**

The ONLY Mat with a centre of CORRUGATED ASBESTOS.

Our mats are five ply consisting of one heavy sheet of corrugated asbestos between two heavy shets of wool felt. These are firmly quilted together and enclosed in a removable flannel cover. The cover consists of white cotton flannel on one side and green Kearsage Plush on the other. There is no possibility of marring the table top when our Ventibestos mats are used.

Round or square are the same price. Unless specified will always ship round mats.

Orignated and sold only by us. This Solid Fumed Oak Display Rack absolutely free to our dealers. Write us for particulars.



100 per cent Efficient
The Silent Salesman

Special attention given to Canadian orders.

**J. K. RISHEL FURNITURE CO.**
WILLIAMSPORT, PA.
**Dining and Bed Room Suites**
"We make all our own Chairs and Dining Tables."

# *We Invite You to Inspect*

our display of

Sellers' Kitchen Cabinets
Brantford Kitchen Cabinets
Luxury Coil Springs

at the Furniture Exhibition, Toronto, January 1923.

**Ruddy Manufacturing Co.**
Limited
Brantford - - - Canada

*WE extend a hearty invitation to all dealers to visit our exhibit at the Canadian Furniture Manufacturers Exhibition in Toronto, January 8—20, 1923. We wish our friends and customers a Happy and Prosperous New Year.*

**The National Mattress Felt & Batting Company**

***The "Comfy" Cushion Company***

340 Gerrard Street East — Toronto

***To the Trade***

***May the Christmas season bring you Joy and Happiness and the New Year, Prosperity and Peace.***

**When visiting the Furniture Exhibition Toronto, January 8th to 20th, 1923**

We will have on display, an extra fine line of Gift Goods for the Furniture Store,

**In our own Showrooms**

at 32 Front Street West, and we extend to the Trade, a hearty invitation to visit us when in the city.

The Gift Shop Department of the Furniture House, is now a large factor in the month's sales.

**Are you getting yours?**

**J. H. WALKER LIMITED**

***Manufacturers' Direct Representatives***

524 Foy Building, 32 Front Street West - TORONTO, CANADA

As Canadian Representatives for Tissage de Velours, Achel, Belgium and La France Textile Company, we are able to offer the upholstering trade a wonderful array of the finest imported materials.

# Imported Velours, Mohairs, Damasks, Tapestries, Plushes, Silks

Samples and full information will be gladly furnished on receipt of your inquiry.

**Ask us about your requirements**

## G. NOEL & COMPANY

30 St. John Sreet - Montreal, Quebec

# Can We Help You ?

There may be certain articles which you cannot find in these advertising pages that you would like to have information on. Do not hesitate to use this form, no matter what it is. If we can be of any service to you in supplying that information, it will be a pleasure to do so. We want you to feel that the Furniture World is published in your interests and we want to help you whenever we can.

## NFORMATION WANTED

Furniture World
347 Adelaide St. West,
TORONTO.

Date.....19

Please tell me .....

.....

.....

Name .....

Address .....

# Canadian Furniture

## At the Coliseum, January 8th

**The largest building for trade Exhibitions in the British Empire—having 240,000 feet floor space. Dealers invited to inspect and buy. This will be the largest furniture Exhibition ever held in Canada under one roof.**

**The following manufacturers are showing:**

Arrow Bedding Limited, ..... Toronto, Ont.
Banfield, W. H. & Sons Ltd. ..... Toronto, Ont.
Bell Furniture Co. Limited, ..... Southampton, Ont.
Blue Bird Corporation Ltd. ..... Brantford, Ont.
Blackmore Hamilton Furniture Co. ..... Listowel, Ont.
Comfort Mfg. Co. ..... Toronto, Ont.
F. E. Coombe Furniture Co., Ltd. ..... Kincardine, Ont.
Canadian Sidway Co., Ltd. ..... Toronto, Ont.
Canadian Mersereau Co. ..... Toronto, Ont.
Dingle George S. Ltd. ..... Montreal, Que.
Dominion Bedstead Co., Ltd. ..... Montreal, Que.
Davidson Thomas Mfg. Co., Ltd. ..... Montreal, Que.
Elgin Davenport Co., Ltd. ..... Toronto, Ont.
Fabien C. P. Refrigerator Co., Ltd. ..... Montreal, Que.
Fry & Blackhall Limited, ..... Wingham, Ont.
Goderich Art-Craft Furniture Co. .....Goderich, Ont.
Gregg G. R. & Co., Ltd. ..... Toronto, Ont.
Gibbard Furniture Co., Ltd. ..... Napanee, Ont.
Gold Medal Furniture Co., Ltd. ..... Toronto, Ont.
Giddings Limited ..... Granby, Que.
Gurney Foundry Co. Ltd., The ..... Toronto, Ont.
Gendron Mfg. Co. Ltd., The ..... Toronto, Ont.
Hees, Geo. H. & Son Co., Ltd. ..... Toronto, Ont.
Hespeler Furniture Co. Ltd., The ..... Hespeler, Ont.
Hall, Zyrd Foundry Co., Ltd. ..... Hespeler, Ont.
H. E. Furniture Co. Ltd., The ..... Milverton, Ont.
Happy Thought Foundry Co., Ltd. ..... Brantford, Ont.
Irish, G. L. ..... Toronto, Ont.
Heywood-Wakefield Co., Ltd. ..... Orillia, Ont.
Knechtel Furniture Co., Ltd. ..... Hanover, Ont.
Keith Electric Refrigerator Co., Ltd. ..... Toronto, Ont.

**TORONTO Office**

# Manufacturers' Exhibition

## Exhibition Grounds, Toronto

## to 20th, 1923

**Hotel reservation made at King Edward, Queens, Walker House, and Prince George Hotels for furniture men. Five minute street car service to building—transfer corner Bathurst and Front and Bathurst and King Sts.**

Knechtel Kitchen Kabinet Ltd. ..... Hanover, Ont.
Kilgour J. W. & Bro. Ltd., ..... Beauharnois, Que.
Kilgour Davenport Co., Ltd. ..... Toronto, Ont.
Ham, Brothers, Limited, ..... Brantford, Ont
Canadian Fabrikoid Ltd. ..... New Toronto, Ont.
Lea Trimble Mfg. Co. ..... Toronto, Ont.
Langslow Limited, ..... Cobourg, Ont.
Lucknow Table Co., Ltd. ..... Lucknow, Ont.
Moffats Limited, ..... Weston, Ont.
Matthews Bros. Limited, ..... Toronto, Ont.
Meaford Mfg. Co. Ltd., The ..... Meaford, Ont.
Montreal Upholstering Co. ..... Montreal, Ont.
Malcolm Andrew Furniture Co., Ltd. .... Kincardine, Listowel, Ont.
Mundell John C. Co., Ltd. ..... Elora, Ont.
Malcolm & Souter Furniture Co., Ltd. ..... Hamilton, Ont.
McClary Mfg. Co. Ltd., The ..... London, Ont.
North American Bent Chair Co., Ltd. ..... Owen Sound, Ont.
North American Furniture Co., Ltd. ..... Owen Sound, Ont.
National Mattress Felt & Batting Co. ..... Toronto, Ont.
Otterville Mfg. Co., Ltd. ..... Otterville, Ont.
Owen Sound Chair Co., Ltd. ..... Owen Sound, Ont.
Peppler Bros. Co., Ltd. ..... Hanover, Ont.
Queen City Furniture Co., Ltd. ..... Toronto, Ont.
Ruddy Manufacturing Co., Ltd. ..... Brantford, Ont.
Spicer, Mrs. M. ..... Toronto, Ont.
Schierholtz Furniture Co. Ltd., The ..... New Hamburg, Ont.
Salisbury Mfg. Co., Ltd. ..... Toronto, Ont.
Sturgis Baby Carriage Co., Ltd. ..... Toronto, Ont.
Sanderson, Harold Co., Ltd. ..... Paris, Ont.
Toronto Specialty Mfg. Co., Ltd. ..... Bradford, Ont.
Victoriaville Furniture Ltd. ..... Victoriaville, Ont.
Watson J. B. Furniture Co., Ltd. ..... Kincardine, Ont.

## 215 Victoria St. CANADA




***"At All Good Stores"***

**We say in our Advertisements about**

# Johnson's Polishing Wax

***Paste and Liquid***




Do you stock it? Its the ideal furniture polish—imparts a hard, dry, oil-less finish, which will not thumb-mark and dust cannot cling to it. But it does more than merely polish, it protects with a satin-smooth, transparent coating, bringing back lost lustre and enhancing the beauty of the natural wood grain.

**We invite you to visit the Johnson Booth at the Furniture Dealers' Convention in January in Toronto**—all the Johnson products will be exhibited and demonstrated by an expert and we know it will prove of interest to you.

**Johnson's Wood Dye, Paste Wood Filler, Enamels, Varnishes, etc.,** are all of the same high standard as **Johnson's Prepared Wax** but you probably are familiar with them too.

We'll have a copy of our booklet, "The Proper Treatment for Floors, Woodwork and Furniture," for you at the Convention, too —its a good reference book to have in your store. Ask the demonstrator for it.

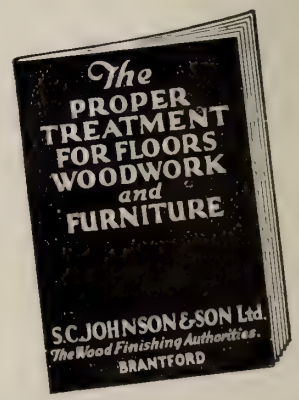


## S. C. Johnson & Son

**Limited**

***"The Woodfinishing Authorities"***

**Winnipeg BRANTFORD Montreal**







# 26,000 New Homes

probably a larger number, were erected in Canada in 1922.

In how many of these homes will you find your line?

To the above furniture prospects add the replacements, a very important factor.

Buyers are not drawn by strings pulled a thousand miles away—they are drawn by local interests centred in local institutions.

97% of furniture and allied lines are sold on the recommendation of the retail merchant —in the eyes of the consumer he is responsible.

Have you looked at business paper advertising from this angle?

If you are selling to business, is the Furniture World selling for you?

# Hourd's Folding Tables

## *"Peerless" and "New Elite"*



"Peerless" Square Model

| Size | Height | Weight |
|---|---|---|
| 24" square | 27 " | 10 lbs |
| 30" " | 29½" | 12 " |





### *Ten Points of*

1. Symmetry and Beauty of Design. The engravings do not begin to do the tables justice.
2. Maximum Strength with Minimum Weight.
3. A Rigid Folding Brace for each leg entirely out of the way of the knees when table is in use.
4. A strong Truss Frame to support the top, prevents warping or twisting.
5. Three Ply Veneer on Plain Tops, strong and handsome, insures lightness with great strength.

### *Superiority*

6. Legs fold in even with frame on all sides taking little space.
7. About one-half the weight of other tables with twice the strength.
8. Durable, very rigid, does not wobble, made to stand service.
9. Made in five different finishes—Plain or Covered tops.
10. Every table guaranteed.

"Peerless" Round Model

| Size | Height | Weight |
|---|---|---|
| 48 in. | 30 in. | 26 lbs. |
| 42 in. | 30 in. | 24 lbs. |
| 36 in. | 29½ in. | 15 lbs. |
| 30 in. | 27 in. | 11 lbs. |



Square "Peerless" with covered top

"Everyone who sees one wants one"

## *Hourd & Co., Ltd.*

***London, Ont.***



NEW ELITE

30" square table. 27" high—15 lbs. weight